

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. L/XIII. NEW YORK, DECEMBER 15, 1910.

No. 11



Here is a large company manufacturing a competitive article. It sells its products to three or four jobbers whose smile withdrawn would mean the loss of business to the amount of five or six million dollars.

Here is another large company also making a competitive article. This company could lose a thousand customers and hardly feel it.

The second company owns its business; the first is hoping that nothing serious will happen. The second company is an advertiser; the first one is not—as yet.

Moral:—there are others.

Philadelphia

New York

Boston

Chicago

**Domino SUGAR**  
CRYSTAL

**New York Central Lines**  
without passing from the protection of a roof.  
Telephone 6310 Madison

**Sapolio**  
REALLY DELIGHTFUL

**SPENCER**  
STEE

**Coca-Cola**  
DRINK

**FAIRY SOAP**  
IT'S WHITENING  
INDICATES IT'S PURE

**Van Camp's Milk**  
Evaporated

**L. & C. HARDT**  
**KOHLEN**  
**PENCIL**

**Pencil**

**Cream**  
Hess's

## You're Safe!

when you choose a medium that has the patronage of the oldest, largest and most successful advertisers in the world.

The  
**Subway and Elevated Lines**  
of New York and the  
**Brooklyn Rapid Transit System**

are everywhere recognized as representing the very **HIGHEST EFFICIENCY** in car card and poster advertising. A list of *Foremost Advertisers* would also be a list of the concerns that continuously and liberally use the card and poster space of these great systems.

We are sole representatives for cards and posters on the Subway and Elevated Lines of New York and exclusive agents for all car advertising in Brooklyn.

**Total daily circulation 3,000,000.**

**WARD & GOW**  
1 Union Square New York

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIII. NEW YORK, DECEMBER 15, 1910.

No. 11.

## TERRITORIAL EXPANSION AND UPKEEP THROUGH NEWSPAPERS.

INCREASING SPECIAL CONDITIONS  
WHICH MAKE IT PROFITABLE TO  
USE NEWSPAPERS—ANALYZING  
THE SELLING FIELD MINUTELY—  
DEVELOPING HEALTHY DISTRIBUTION  
LUNGS—TAKING ADVANTAGE  
OF VARYING TRADE FACTORS—  
FAVORABLE CONDITIONS—KEEPING  
TRADE FENCES IN REPAIR.

By J. George Frederick.

In most parts of the rural South the old-fashioned well continues to be the chief source of water-supply. The greater part of the South contains a sub-stratum of limestone, and consequently, well water, even filtered water, holds some lime in solution, making it what is known as "hard" water, the bane of housekeepers—not to mention engineers, who are obliged to scrape their boilers.

Now, although these homely observations have been free to all who might observe, it took a modern advertising mind and an application of the significant growing principle of territorial newspaper merchandising to coin this knowledge into gold. A year or more ago the Louisville Soap Company was reorganized\* and M. L. Akers, a prominent Louisville railroad official, headed the new blood in the soap company. Hitherto this company had for years sold soap in the same sort of worn, unchanging, winding channels that a mountain brook wears in its tortuous, zigzag course. It had made a certain set quota of soap each year, distributed it largely through the same jobbers, made the same discounts and maintained the same indif-

ference to the final consumer for a generation or more.

But Mr. Akers had advertising imagination; and when, one day, Louisville's million-dollar filter plant went into operation, but served up hard water in which Louisville housewives could not make their soap work—Mr. Akers was seized with an idea upon hearing several housewives complaining. "Why not turn out a soap that will be built to lather in hard water?" And swiftly on the heels of this idea came another idea, based on the widespread existence of hard water throughout the South: Why not advertise and sell a hard water soap throughout the South?

After successfully surmounting the problem of making a soap which would work not only in hard but in soft water, a new trade-mark product was evolved, called the Clean-easy Naphtholeine Soap.

Then newspapers mainly, but also street cars, billboards and electric signs in Louisville began to tell the news, and such an undoubted and immediate success was accomplished that the campaign was quickly extended to include Indianapolis, Memphis, Birmingham, as well as many other cities where the hard water filter was presenting the same housewife's problem. In the rural districts country newspapers and rural mediums were used to good effect.

Eight months after the campaign opened, the company found itself compelled to cut off advertising until the company had a chance to readjust itself to the influx of orders. The officials of the company say that business had been done during that time which ordinarily would have

equaled two or three years' orders. Just as soon as the factory can catch up to orders another territorial advertising campaign will begin in Southern newspapers, and "filter cities" will get special copy and attention, while the limestone rural region will be carefully studied.

This tale is one of numerous others which might be cited to illustrate an increasing experience among manufacturers of the efficiency of the territorial idea of campaigning to meet the many special conditions in various parts of the country. There have been too many advertisers who have made themselves believe that there were no such special conditions. But even where dealer and branch organization is nationally uniform, the consumer himself undoubtedly does, when analyzed, present vital factors of difference in various sections of the country.

The newer tendency to separate and sub-divide the factors that make for success in advertising have themselves rather unconsciously led to this. Refinements of method and analysis in national advertising are fairly simple; but an endless variety of facts and conditions, of consumer, dealer, distribution, geographical, industrial and temperamental conditions together with climate and transportation offer the advertising manager of an investigative turn of mind all the opportunity for the use of his faculties that he could hope to get if he were a General Washington planning a military campaign.

A few years ago a natural-born optimist who had invented an interesting game, blew into an advertising agent's office with arms akimbo and lips aflame with enthusiasm because he had secured capital to back him and was going to spend ten whole thousand dollars in an advertising campaign. With the exhilarating imagination of a Colonel Sellers and his eye-wash, he wanted to begin at once to cover the whole country and paint things red from the dome of the San

Francisco *Call's* building to the turrets of the town hall of Eastport, Maine. But after sifting down the matter in the most rudely cold-blooded way, the advertising agent proceeded somewhat in this fashion:

"Your game is of a kind which will appeal to people of rather simple intelligence. Yet you ask a fair price for it, and undoubtedly your best field will be among well-paid factory employees. Now, what we want to do is to sift down the cities of sixty thousand and less, in which there is both the highest ratio of factory operatives and the highest *per capita* wage. Also, you want to get the local benefit of the game becoming a fad."

When it was finally decided to spend two-thirds of the appropriation in six towns with which the enthusiast was but faintly familiar, he broke into a cold sweat. Had his grand dream of painting the country red dwindled down to operations in a few insignificant cities? But when success crowned the efforts of the campaign, he was satisfied that the more scientific ideas of the advertising man were better than his own.

The territorial method of trade extension seems often, upon analysis, to be the only logical method of campaigning for a concern situated as many undoubtedly are. A patent cough medicine company, with strong foreign medical approval, has recently started the introduction of its goods in this country. Unlike most nondescript American cough medicines, it sells at a dollar a bottle and is an ambitious proposition. It has as yet very little distribution, and that little is in New England. Because, therefore, of the fact that New England offers more closely-knit distribution in the colder part of the "catarrhal belt," this cough medicine is now centering a newspaper campaign in New England.

The number of manufactured articles, of which a large part of the country knows nothing as yet, because the advertising and distribution is progressing by the ter-





Vol. XLVIII.

CHRISTMAS NUMBER.

No. 6.

# SCRIBNER'S MAGAZINE

DECEMBER 1910

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can  
estimate  
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Printed at New York Post-Office as Second-Class Mail Matter.  
Post-Office Department, Ottawa, Canada.

**TERMS: \$3.00 A YEAR**

**ADVERTISING RATE \$300 PER PAGE FLAT**

ritorial method, is quite large. Take the case of "Bonano," a "food drink" made from bananas. In a territory centering around Illinois this article is now pretty well known, but except for the readers of *Good Housekeeping* no other part of the country has yet been made acquainted with it. This is because a proposition of such kind is a possibility of practically every dealer's shelf in any community where it is advertised. Consequently, when advertising is done in any city or locality, sales-traveling and freight economy make it easier, cheaper and more possible to land the dealers in that territory than to go gallivanting into other sections of the country. City after city, county after county, and state after state are thus being added to the distribution of the concern at a rate which, even though not promising thoroughly national distribution for another six or seven years, is, nevertheless, about in keeping with raw material, factory capacity and promotion funds available.

Such instances as these demonstrate concretely how the business-like adaptation of advertising and sales campaigning to manufacturing and merchandising conditions often demands the more specific and localized territorial method, even though it is a conservative scheme of growth. All conditions being right and production for national markets being adequate, there is no reason why a national campaign should not be begun for a product; but far from all concerns desiring to use advertising to build up their market are in such position.

"Try-out" towns have been a familiar thing in advertising, but have rarely been selected with the scientific analysis possible. Thorough examination of population growth, manufacturing, wage, building activity, bank clearings, saving deposits, general temper of the people, trade receptivity and other things are vital and practical to know.

For instance, it is well known among keen medical advertisers that Illinois is not at all as susceptible to the use of patent medi-

cines as Indiana or Ohio. A map shaded off from white to black, the black to represent portions of the country in which patent medicine selling is easiest, would show rather white around eastern Massachusetts, southern Connecticut, Rhode Island and most of New York, but would tone off rather black in upper Maine, Vermont, New Hampshire, Pennsylvania, Michigan, etc. The South would be several shades blacker, while the Middle Far West would be of similar tint. Such a map would be far from a guess, but based on some long-standing averages and attested to by a number of advertisers.

Then, too, individual cities exhibit some quite surprising antipathies and enthusiasms for kinds of products. The people of certain cities have shown themselves, in the experience of more than one advertiser, to be possessed of a more or less permanent preference for food as against clothes. In other cities the reverse is true. It will take fifty thousand dollars to sell the same quantity of clothes in such cities as it will in the cities of the other class. There seems to be a fashion in such cities to dress well, whatever economies may be necessary in the kitchen. Similarly, in some cities, ready-made clothing is far easier to sell than in other cities because of the fact that local clothiers have put more long-continued effort into making them thoroughly the fashion. In other towns this is not the case and the market for ready-made clothes is 50 per cent. harder. There is a considerable range of the higher grade products, from toys to pianos, of which similar territorial variations are true.

It can readily be seen from this that by having such information, the path of least resistance is practically determinable and selling cost can be reduced most appreciably, both for old and new advertisers. Every penny of advertising expense will throw its weight into the balance and count when adjusted to such differences. It would be a mistake, however, to

(Continued on page 10)

# Nationalism and Progress

is the title of a group of editorials which Theodore Roosevelt will soon give to the public through The Outlook. In these articles he will consider the movement for clean politics, honest business, and popular rule which he defined in his Osawatomie speech and later amplified in his Outlook editorials and in his public addresses in the East and West.

## The Coal Miner at Home

Mr. Roosevelt's story of his visit to the anthracite fields of Pennsylvania will be a leading feature of the January Magazine Number of The Outlook. Mr. Roosevelt states that this is not a "sociological study" nor a treatise on industrial conditions. His purpose was simply to see the miners, their wives, and their families in their homes and at their daily tasks, and to find out for himself the conditions of their life and work.

## The Outlook

# A Most Remarkable Record of Advertising Gain

In November, 1910, the



gained 206 $\frac{2}{7}$  columns (57,760 lines) of advertising over November last year.

This remarkable increase was of a healthy and normal nature—not due to special editions or unusual conditions.

Every day in November, 1910 (with two exceptions), the *American* made a gain in display advertising over the corresponding day of last year.

Of course, the **NEW YORK AMERICAN** leads all other morning and Sunday New York newspapers in advertising gains during the above period. Following are the figures of the morning and Sunday New York newspapers:

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# NEW YORK AMERICAN gained 57,760 lines

New York Herald, gained	.	28,089	lines
" " Press	"	18,233	"
" " Tribune	"	17,676	"
" " World	"	16,052	"
" " Sun	lost	1,262	"
" " Times	"	28,628	"

These figures were compiled by the statistical department of the New York Evening Post

The *character* of the advertising making the *American's* phenomenal gain is no less impressive than the *volume* of it. It was made in advertising of high-grade retailers, automobile manufacturers and dealers, book publishers, financial institutions and others of the conservative, exacting sort, to whom the *kind* of readers is as important as the *number* of readers.

## The Morning American      The Sunday American

is one of two New York morning newspapers having a net paid average circulation in the *Metropolitan district* exceeding 180,000 daily, and a *total* circulation exceeding 250,000 daily.

for more than *ten consecutive* years has had an average net paid circulation equal to that of *any two* other New York Sunday newspapers *combined*.

The reason for the *American's* long unbroken record of monthly advertising gains is *constantly increasing RESULTS*.

suppose that such conditions are hard and fast and can be followed continuously, like a standard mariners chart. Some cities, it is true, are static in their peculiarities, but the majority of American cities are peculiarly dynamic, and rapid changes not only in numbers but in character and inclinations of population are going on all the time. In the past, salesmen alone possessed and used such information, but its more thorough-going application in sales and advertising is now growing.

However, the new advertiser in developing distribution, is not at all the only man who needs the territorial plan of campaigning. The national advertiser, by his long-distance conquests has made the whole country his marketing preserve; but purely national campaigning cannot mend broken fences at particular points. The newspaper campaign is to the national campaign what the captains and division officers in a big battle are to the commander-in-chief. The national advertising surveys the whole field, but the captain and division officers repel the advances and make the attacks at advantageous times at specific points in the line formation. When word comes from the dealers in a certain state that a new competitor is fighting his head off against them in that state, it is good generalship to send advertising reinforcement, nicely adjusted to the precise conditions, to the breach and meet the onslaught. Similarly, when a fad or fashion seems to be leading people away from the goods in a certain locality, a little extra advertising pressure will meet and compensate the difference. A higher development of such tactics is the aggressively creative campaign to alter and improve instead of just meet such territorial differences. There is still too much of the hard and fast advertising planning. The old-fashioned method of making an appropriation somewhere about this time of the year, and laying out a long time in advance with minute exactness, a plan from which no deviations are permitted, is unscientific. No gen-

eral traveling in an enemy's country can ever trace out irrevocably his route of march and plan of mobilization for a year ahead. If he does, things are likely to happen to him. The advertiser, also, if he is live, needs special ammunition at various times of the year in various localities, which it was impossible to forecast and provide for. Such spontaneous action brings the best results in advertising, as it usually does in war; because it is based on a rapid adjustment of forces to bear upon a new, separate, but highly important, problem.

It needs no prophet to say that in the next few years territorial advertising campaigns will multiply rapidly and bring many industries wider distribution, to the ultimate increase of the users of national mediums.

#### COLLIER AND NAST BUY "HOUSEKEEPER."

Robert J. Collier, proprietor of *Collier's Weekly*, and Condé Nast, who was for many years advertising manager of *Collier's*, and is now publisher of *Vogue*, have joined forces for the purchase of the monthly publication, *The Housekeeper*. This magazine has heretofore been published in Minneapolis. It has been credited with a circulation of nearly half a million, and an advertising revenue of about two hundred thousand dollars per annum.

Beginning with the March issue, publication is to be made from New York. The details of the transfer are as yet incomplete, but it has been decided that Frederick Fayran, the general manager, and L. S. Kirkland, the editor of the publication will accompany it to New York, bringing with them a number of the chiefs of the various departments. There has been as yet no consideration of any changes in the makeup or scope of publication. It will conform in every respect to the editorial and advertising policies of *Collier's*. Within a few months the subscription price probably will be raised from \$1.00 a year, 10 cents a copy, to \$1.50 a year or 15 cents a copy.

## THE PERSONALITIES OF ADVERTISING MODELS.

WOMAN'S ANTIPATHY TO CERTAIN TYPES A REAL FACTOR—GETTING APPROPRIATENESS AND REFINEMENT INTO THE PICTURE.

By George H. Whitney.

A short time ago Prof. Yerkes, of Harvard, addressing an advertising club, made public the results of some experiments he had been conducting in connection with advertisements. He announced his discovery that among the women students of the university there was a pronounced antipathy to the model used by the Remington Typewriter Company in the ad which the class agreed was otherwise the best ad in a group of ten. This choice was made from a series that contained a number of illustrations done by artists and which, in many cases, contained girls who would easily be voted more beautiful than the Remington model.

These experiments suggest the question, How much personality is carried to the reader by the individual whose likeness is shown in an ad? And how is such personality to be appropriately adjusted to the personality of the product and the house?

Advertisers of exceptionally high grade products, especially in the art and music fields, find that too great care cannot be given the matter of the personality of a model. One well-known house, after considerable trouble, arranged for the highest-priced woman model to be secured, but found that while physically beautiful she gave no suggestion of possessing brains or refinement, and was turned away.

Continually in the magazines are seen advertising models, and invariably the reader makes a *personal* judgment of them—especially women. Prof. Yerkes in his talk said he observed in his women students a far lesser interest in women models in advertising than the men students displayed. The interest of men in women ad-

vertising models was also considerably more than the interest of women in men models.

There seems to be a peculiarly intuitive personal judgment made by people about any face that is presented to them; and according to the personal feeling of the reader for or against a face seen in advertising, the entire ad is judged.

Magazine editors say they have sensed the fact that there is a fad for kinds of pretty girl faces quite like the fad for fashions, and that every female presented either on the cover or in illustrations inside must meet this fad-judgment. For a time it is a Gibson girl, then some other kind of a girl. At present it seems to be the Harrison Fisher type. But put in illustrations the type of girl popular five years ago, and you antagonize your women readers at once.

Several years ago an advertising agency was almost driven to despair because it could not get models who conveyed the proper amount of refinement desired for a client's ad. After trying all models available, some of the agency men's wives were even pressed into service. It got pretty serious then, for domestic trouble was likely to brew when the agency men told these volunteer models the humiliating truth—that even they could not, *on the finished photo*, furnish the right air of intellectual grace.

A sympathetic newspaper offered to start a beauty contest, and hundreds of photos were received, but still the fussy client demurred. He was going to spend several hundred thousand dollars and he wanted the right girl for his ads. It was a Dickens-esque ending to this search to find that one of the five-dollar-a-week checking girls in the agency, never accused of having much brains nor even surplus looks, gave when photographed a wonderfully effective impression of culture and intellect!

Edward A. Olds, of the Packer's Tar Soap Company, says, regarding photograph advertising characters: "It is my opinion that the *real* has a much greater appeal to



a large majority of the public than the work of an artist, which cannot carry the same personal element, could ever have. The effect of the use of actual people, whether in photograph or some other medium that preserves the human characteristic of the model, is sure to carry a certain amount of their personality on to the reader, in addition to arousing greater human interest by bringing in a little mystery and an attendant curiosity. The interest may be aroused by the charm of an unknown baby, the good fellowship of a real boy or the wholesome attraction of a beautiful woman.

"We always try to have a direct association between our illustration and the product we are selling. That is not so easily done as you may think. Those who use photographic illustrations for purposes of attraction only often secure what would have made fine ammunition for us. You see, most of the big photographers have models who pose for them regularly, and though they often submit pictures that would work in finely, we have to reject them because the personality of that model had been associated with some other product.

"I think our two little 'winter chaps' is one of our best pieces of copy. It has at least aroused as much human interest as any that I know of. I have been stopped on the street by acquaintances and asked who those boys are, where they live and all sorts of questions as to their financial circumstances."

The Washburn-Crosby Company, of Minneapolis, gets over the difficulty of having its models associated with any other product by drawing them nearly all from its own staff. Its grocer boys and baker girls are to be found in some capacity in the great milling plant in Minneapolis. In connection with this Washburn-Crosby advertising there is an interesting case of a personality becoming so well-known that it was deemed advisable to bring the model in direct contact with the public. So many questions had

been asked about a girl from the experimental department who had smiled at all America from the pages of the national magazines that it was decided to send her out as a demonstrator. She continued her popularity in many of the great department stores of the country, proving, in herself, a great advertisement. Did you ever hear of any one finding the Kodak Girl? Well, someone

## Remington

THE name which distinguishes the BEST Typewriter—the name which means Typewriter.

The name which stands for the latest and greatest development in writing machines.

See the new models 10 and 11



Remington Typewriter Company  
New York and Everywhere

THE AD WHICH HARVARD STUDENTS CALLED  
BEST OUT OF TEN OTHER ADS, BUT  
THE MODEL ON WHICH  
WOMEN DIDN'T LIKE.

found this Washburn-Crosby girl and marched her off into matrimonial captivity. She's no longer connected with the Washburn-Crosby Company.

Alan C. Reiley, manager of the advertising department of the Remington Typewriter Company draws a close distinction between "the girl" in advertising and the girl or man, either, who is used as an accessory in advertising for the sake of some quality which he or she may typify. Mr. Reiley says: "We have tried both elaborate art work turned out by the best artists we could secure and illustrations reproduced from photographs. We have worked for years to find the best for our particular line of advertising. We

think we have the idea we've been chasing embodied in 'Miss Remington.' There's no doubt in my mind that the *real* person in an advertisement has a great deal of pulling power. Such stand out distinguished from the herd of illustrations by their own individuality. Our recent copy showing an office interior scene is a good example. We want the stenographer and her machine to dominate the whole picture. They are real, reproduced from a photograph; the rest is the work of an artist.

"Of course the personality may become too predominant. It is good in itself but it would never do to let it swamp the article advertised. The use of a character upon whom the newspaper poets lavish their attention may secure a certain amount of free publicity, but I doubt if it is good advertising policy."

The touchy nature of the individual face in advertising is illustrated by the frequent failure of

the use of the advertiser's face. The instinctive attraction or antipathy to a face quickly makes itself felt, quite frequently to the detriment of the advertiser. This is why there is so much danger in the plan of printing the advertiser's photo.

That this feeling on the part of the public about a face is purely emotional reaction and is not apt to be accurate in judgment is shown by the fact that a mail-order crook who used his face in advertising several years ago happened to hit it off right and got letters from trusting people telling him how his face was "so Christian and kind" and so "honest and pure!"

No one's face should be allowed to go into advertising without the most careful test and consideration of its instinctive effect on readers. It may be just the twist of a hair ribbon or the lay of a smile or the glint of an eye that will nullify the whole effect of the ad.

## STATEMENT OF ADVERTISING

CARRIED BY

### TWIN CITY NEWSPAPERS IN NOVEMBER, 1910

THE JOURNAL every month refuses a large amount of undesirable advertising, and is the only paper in the Northwest that refuses to accept liquor advertising.

#### Minneapolis Journal, 2769 Columns

(22 inch basis)

Minneapolis Tribune, - -	2490	"
St. Paul Dispatch,* - - -	1742	"
Pioneer Press, - - - -	1372	"

\*No Sunday Issue

### THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives  
O'MARA & ORMSBEE

NEW YORK  
Brunswick Building

CHICAGO  
Tribune Building

# **The Most Efficient Magazine**

Beginning with the issue of January 1st, 1911,

**The News-Tribune of Detroit**  
and  
**The Sun of Baltimore**

will include The Associated Sunday Magazines as a part of their Sunday issues.

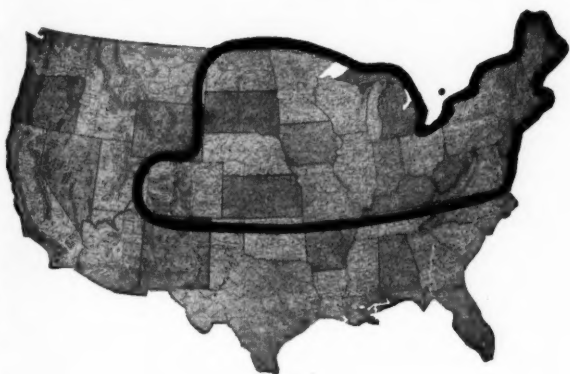
**More than 1,300,000  
copies each week**

In

CHI  
ST.  
PHI  
PIT  
NEV  
BOS

# Inside the Black Line

## More Efficient



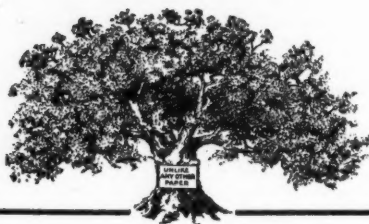
With these two additions

## The Associated Sunday Magazines

will be issued every week co-operatively and simultaneously by, and as a part of the Sunday editions of the

CHICAGO-RECORD HERALD  
ST. LOUIS REPUBLIC  
PHILADELPHIA PRESS  
PITTSBURGH POST  
NEW-YORK TRIBUNE  
BOSTON POST

WASHINGTON STAR  
MINNEAPOLIS JOURNAL  
ROCKY MOUNTAIN NEWS  
BUFFALO COURIER  
DETROIT NEWS-TRIBUNE  
BALTIMORE SUN



## Three Generations

The FARM JOURNAL is now in its thirty-fourth year.

It began with farmers and farmers' wives, and their boys and girls—two generations.

The second generation grew up with the FARM JOURNAL. They saw their parents buy without hesitation anything advertised in its columns. The children bought too.

Now those children have children, who are growing up with the same constant object-lesson:—

“Father and mother know it’s always safe to buy things that are advertised in the FARM JOURNAL.”

Three generations of readers have grown into the habit of buying goods advertised in the FARM JOURNAL. And while it is over thirty-three years old, it is young in spirit, bright, cheery, helpful, full of “gumption” and common-sense.

No wonder advertisers so often report that it “pulls” well when all other mediums fail.

Forms for February close January 5th, unless all space is taken sooner.  
\$4.00 a line for over 800,000 copies.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

## SLEUTHING OUT INFLATED NEWSPAPER CIRCULATION.

SOME METHODS USED BY DISHONEST PUBLISHERS TO DECEIVE ADVERTISERS—SUBURBAN CIRCULATION AND THE LOCAL PAPER—ADDRESS NOV. 19 BEFORE BUFFALO AD CLUB.

*By Allen N. Drake*

President, Booth Hyomei Co., Buffalo.

There are many ways in which some newspaper publishers swell their circulation without increasing the value of the paper to the advertiser. For instance, one paper claimed a circulation which seemed impossible for it to have. After visiting the town five times I discovered they had bought up the entire circulation of several smaller papers in neighboring towns and gave free, one of their own papers to every legitimate subscriber for the smaller papers. What was the result? By personal investigation we found that nearly fifty per cent. of the people never read the paper at all and others only glanced through it to see if it contained any items about their own town. The subscribers all claimed their local papers gave all the local news and they were not interested in what happened in this other town.

Another method many papers use to swell their circulation is the promiscuous giving of papers to policemen, firemen and other officials, and these free papers are of no value to the advertiser. The party receiving same merely glances at a few headlines while on his way home and leaves the paper in the car while when he gets home he has his own paper delivered every day and will sit down and read every item and swear by what it contains.

There are a great many different ways in which the publisher tries to prove a larger circulation than the paper actually has. One is the keeping of duplicate sets of books. Sometimes we find a set which is really beautiful to look at and the most expert accountant cannot find anything

wrong with it, but away down in the bottom of the safe is an entirely different lot. The latter is the true record of the paper and shows a totally different state of affairs, but still the publisher has the "nerve" to show a prospective advertiser only that set which might well be termed "The Book-keeper's Masterpiece" and which has no value to the advertiser.

Another method came to light a short time ago. An examiner went to a town and went over all the records of city distribution, but for outside towns had to take the publisher's list. The city list was a fair average for the population of the place, but the outside list was abnormally large. Two special men were detailed to look this up. They followed the packages to the newsboys and found one package marked on the outside 168 and inside the wrapper was another number for the use of the newsboy, namely, 68. In other words, the package was marked 100 more than it contained and by following up the other packages they found the same conditions with all of them. This is merely given as an example of how some publishers try to pull the wool over the eyes of the advertiser.

Some large papers have a different method. They publish probably 15,000 or even 20,000 papers and have a page reserved for two or three towns around where they have a subscription list of two thousand. They will approach the advertiser, tell their total circulation and claim that by using this paper they can do away with the local paper in two or more places. Of course, if the advertiser believes this he won't kick on paying a fair rate for 20,000 circulation. But let us look at the result. Here's a test case of my own. One of these papers, having 2,000 circulation in a neighboring town, claimed it covered the field thoroughly. The local paper had 5,000 circulation, and we had several customers there buying gross lots of our goods. We took our advertising out of the local paper and used the larger one exclusively and within a year we did not have a customer

buying over three dozen at a time and most of them only bought one dozen at a time. In another paper where the situation was almost the same, in order to prove to the publisher that his paper did not cover the field when it came to advertising for a dealer in a nearby town, we ran ads for six months on a new preparation and did no other advertising. At the end of that time we found that not a single dealer had had call for the goods. We then commenced advertising in the local paper and now have a big demand for the goods.

In concluding I want to say that I believe it the duty of the party buying space to insist on a statement of circulation, I mean bona-fide circulation, which is what the publisher should base his rate on.

#### MARQUETTE UNIVERSITY ADVERTISING COURSE.

Dean W. C. Webster has arranged for a systematic and practical course in advertising to be given at the College of Economics, Marquette University, Milwaukee. During the first hour of each evening instruction will be given by means of lectures; the second hour will be filled with discussion of practice work. F. G. Kramer, president of the Cramer-Krasselt Company, Milwaukee, and an acknowledged authority in advertising, will fill three evenings. The following well-known specialists will each fill one evening: H. Black, *The Milwaukee Journal*; A. M. Candee, National Enameling & Stamping Company; A. L. Green, Boston store; A. R. Wellington, Wilbur Stock Food Company; R. T. Carver, Cramer-Krasselt Company; Emil Durr, National Brake & Electric Company; F. W. Heller and C. F. Schenck, all of Milwaukee.

#### SUIT WITHDRAWN.

An editorial in a recent number of **PRINTERS' INK** stated that the F. O. Evans Piano Company, Des Moines, had filed suit asking for an injunction and \$60,000 damages, against the Des Moines *Register and Leader* and the *Tribune* from further publication of a certain copyright scheme of contest piano advertising. The *Register and Leader* Company informs **PRINTERS' INK** that the suit has been withdrawn. Its attorney advised that the advertisement was not an infringement. One piano dealer had copied from another paper the scheme which carried no copyright imprint.

A. H. Payne associated himself with the advertising department of *Leslie's Weekly* on December 12th. He had been for eight years with Funk & Wagnalls, publishers, New York.

#### A NATIONAL ADVERTISED BRAND OF HONEY SUGGESTED.

The idea of a honey that may carry a favorably known trademark, stamping it at once as reliable, is being discussed among the bee men. M. E. Pruitt, of Eola, Tex., a member of the National Association of Bee Culturists, explains the advantages of a "National" brand for honey in *Gleanings in Bee Culture*:

"If," said Mr. Pruitt, "we had a National brand for our honey, we as members of the National Association, would have a strong shoulder to lean against and therefore substantial backing. A member would not dare, nor even have the inclination, in fact, to put up something not pure, and brand it with the National brand. On the other hand, no one would question the absolute purity of an article under such brand.

"Since the pure food and drug law has been in force, all bogus preparations that did not go out of business have boldly advertised their stuff under various names; and if it pays to advertise trash, why should it not pay us to advertise our pure goods with a brand that is synonymous with strict honesty? Among those benefited by this measure would be the National Association, the bee-keepers as a body and individually, the grocers and the consumers, and only the glucose-manufacturers would suffer.

"Why would it not be a good plan for bee-keepers in one community to get together and agree to keep the following notice, or a similar one, running continually in the local papers? '\$500 [or some other amount] to any person ingenious enough to produce artificial honey in artificial comb that can not be told from the genuine.' The understanding might be that one bee-keeper should pay for the notice for one month, another for the next, and so on until this delusion about manufactured comb honey is entirely obliterated."



# An Open Letter to the Advertisers of America

"A Twentieth Century Whirlwind"—that's a coined expression of my own, yet it seems to hit this case. In my twenty-five years' experience in the advertising business I seem to recollect no incident which has been received with such universal satisfaction among advertisers, agents, and others interested as the announcement made recently that the Minnesota and Dakota Farmer, the popular and well-known semi-monthly, had been purchased by Orange Judd Company, its name changed to Northwest Farmstead, to become a weekly on January 1, 1911.

The announcement came at the psychological moment. Advertisers have realized for some time the tremendous trend to the Northwest, but have not been able to get any considerable circulation in a weekly farm paper covering the states of Minnesota, North Dakota, South Dakota, Montana, Wyoming, Idaho, Oregon and Washington. Within twenty-four hours after our announcement came out in Chicago, the back cover pages had been sold for the next five months, and advertisers and agents eagerly sought inside space in the Northwest Farmstead.

As one advertiser wrote us: "The Orange Judd Company seems to always do the right thing at the right time. For some time past I have not been able to get as much circulation in these growing Northwest states as I wanted, and it seems to me you have hit the nail on the head. I am more than delighted at the opportunity to get into the Northwest Farmstead, and I predict that the Northwest Farmstead will shortly have a larger circulation than either one of the other three Orange Judd Weeklies"—Orange Judd Farmer, covering the Central West; American Agriculturist, the Middle and Southern States; New England Homestead, the New England States.

And now one word about The Dakota Farmer. While affiliated with the Phelps Publishing Company, which publishes Farm and Home, the great national farm semi-monthly, The Dakota Farmer remains a semi-monthly, dated the 1st and 15th of each month. The Dakota Farmer remains independently edited, managed and printed in its own plant at Aberdeen, South Dakota, by Dakotans for the farmers of the Dakotas and the neighboring states.

Under the new arrangement, Editor Greeley, Manager Allen, and all their competent helpers are now able to make The Dakota Farmer, in many ways, an even better, stronger and more profitable advertising medium than ever before. Thus advertisers, by using the Northwest Farmstead, a weekly with 100,000 circulation, and The Dakota Farmer, a semi-monthly with 60,000 circulation, will be in a position such as never before offered to quickly take advantage of the tremendous possibilities in the Northwest market.

Careful investigation proves that there is practically no duplicated circulation with any of these papers.

*William W. Whitney*  
Manager of Advertising

Orange Judd Co.

Publishers

ORANGE JUDD WEEKLIES

New York Springfield, Mass.

The Phelps Publishing Co.

Publishers

FARM AND HOME

Chicago

W. F. T. Bushnell Co

Publishers

DAKOTA FARMER

Aberdeen S. D

Minneapolis

## WATERMAN AND GLOBE-WERNICKE IN UNIQUE CO-OPERATIVE PLAN.

DEALER ELECTROS FOR THESE TWO PRODUCTS BEING WIDELY USED BY DEALERS—HOW IT ORIGINATED—INGERSOLL COULD APPLY IT TO DOLLAR WATCH.

L. E. Waterman & Co., of New York, and the Globe-Wernicke Company, of Cincinnati, joined hands that in a brand new way induced their dealers to advertise locally. While the proposition has its limitations, it could well be adopted with good results by other well-known advertisers, acting together.

The accompanying cut shows that the plan was to unite the Waterman pen and the Globe-Wernicke bookcase into one electro and then send it to dealers who were handling both these lines as major propositions in their trade.

It needs to be said that the idea, like many other good ideas, was not the result of prolonged cogitation at the desk. It sprang up, almost of itself, at the National Stationers' Convention in October, held in Baltimore. A member of the firm of Lucas Brothers, of Baltimore, in a conversation with Mr. Seymour, the Waterman advertising manager, chanced to remark to him that his best selling goods were Waterman pens and Globe-Wernicke bookcases. It flashed across Mr. Seymour's mind on the spot that it would be a fine thing, in view of the other's remarks, if these two "leaders" were grouped together in

a single design and electros furnished to those dealers who were handling both the pens and the bookcases.

The Lucas Brothers' representative instantly pronounced the idea very pleasing to him. Other stationers present were approached and in every case where the dealer was selling both articles the plan was enthusiastically endorsed. L. H. Martin, advertising manager of the Globe-Wernicke Company, adopted the plan heartily.

Artists were put at work to design a series of ads combining in different fashions the pen and the bookcase. The dealers the country over were canvassed and wherever they agreed to use the electros, they were shipped.

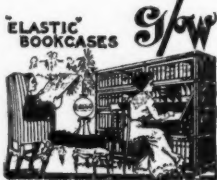
The Waterman fountain pen held the position at the head of these ads and Globe-Wernicke, because of the nature of the article, was put at the bottom. Space of varying length was left in between, where the dealer could express himself in any way he desired.

The Waterman Company shipped the series of electros to over fifty dealers, up until December 1st. All these were used in the newspapers. The Globe-Wernicke Company placed as many more.

In these ads it is apparent at once that bookcases and pens are appropriate companions. Both have excellent standing with dealers and the one is in no way a competitor of the other. One interesting point brought out was that some dealers, considering themselves obligated to other houses and so not deeming it advisable to advertise either these pens or

### Just What The Newlyweds Need

Waterman's  
Ideal  
Fountain Pen



DEALER ELECTRO FOR TWO FAMOUS PRODUCTS.

bookcases singly, readily consented to use the electro advertising both articles. The two-edged nature of the advertising furnished them with what they believed was a good excuse.

If manufacturers of other goods were disposed to adopt this plan, the chief difficulty would be to find another advertiser who was not a competitor and yet whose product was related.

W. H. Ingersoll, of R. H. Ingersoll & Brother, manufacturers of the Ingersoll-Trenton, the Ingersoll dollar watch, etc., believes that this kind of joint advertising has merit.

It has long been his idea that such advertising could be done nationally to good effect. While it has merit to influence dealers to advertise locally, he thinks that the greatest benefit would come from a campaign in national mediums. For several years he has had it in mind to try the plan in connection with the Ingersoll dollar watch. He says that he would not care to advertise the higher-price Trenton in this way.

The Ingersoll dollar watch copy could carry a different companion with the seasons. In the spring, he suggested that the watch and a fishing rod would go well together. The watch's running mate would of course have to be discreetly chosen, but he was confident he could find several articles which could be advertised with the watch, to the benefit of both.

#### AN AGRICULTURAL ADVERTISING BUREAU IN THE SOUTH.

The Southern Agricultural Advertising Bureau has been formed at Winston-Salem, N. C., with representatives in a number of the large cities. J. Hampton Rich is manager. He has been connected with some of the larger advertising jobbers. It is pushing the Farmers' Union papers, which are the organs of the Farmers' Union League. The agency is publisher of *Our Rural Home* and *Carrier's Messenger*, the organ of the Southern rural letter carriers.

The Eastman Advertising Agency has moved from Washington, D. C., to Battle Creek, Mich. Mr. Eastman will continue to conduct the agency, which will be associated with the advertising and sales department of the Kellogg Toasted Corn Flake Company, of Battle Creek.



This home vs. highway talk about newspaper circulation values, is good as far as it goes.

A paper under the sitting room lamp, with the week's work all done and the family about, each one ready to read that paper from start to finish, is much better quality yet. Isn't it?  
**THE UTICA**



goes into over one hundred and forty thousand homes of thrift and prosperity. They are located largely in that splendid territory famously responsive to advertising interior New York, New England and adjacent states.

Give us an opportunity to lay before you the facts and figures, the proofs of results. Let us show you how and where and when.

#### THE JOHN BUDD COMPANY

*Advertising Representatives*

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

## The Des Moines Capital

### Still Growing in Circulation! Still Gaining in Advertising!

The circulation of the Capital for the month of November just past, exclusive of sample copies, averaged a little over 45,000 daily. The population of Des Moines is 86,368! Just think what these figures mean to national advertisers who wish to cover Des Moines and vicinity!

Des Moines is growing in population every day, and the circulation of the Capital is keeping pace with this growth. Quite natural, for the Capital has been, and will continue to be, a vital force in the up-building of Des Moines and of Iowa.

**In the first eleven months of this year the Capital has gained 37,446 inches of advertising.**

No other Des Moines newspaper can show a gain in any sense comparable to this. Few newspapers in America carry more advertising than the Des Moines Capital.

The growth of the Capital's advertising has been a natural result, just as the growth of the Capital's circulation has been. *Advertising in the Capital PAYS.* That is the whole secret of it.

**The Capital is the ideal advertising medium for national advertisers.**

It completely covers Des Moines and carries the greatest influence in the surrounding territory, where there are 750,000 people within a 50-mile radius.

Circ

Nov. 1  
Nov. 2  
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# The Des Moines Capital

It is the great family newspaper of this section. It carries no objectionable medical advertising, no liquor advertising of any kind. It goes into the *homes* of the responsible citizens of Des Moines and Iowa. They believe in it, and stick to it—and the Capital will always deserve their allegiance.

## Circulation for November 1910

Nov. 1..... 44,000	Nov. 17..... 45,712
Nov. 2..... 44,126	Nov. 18..... 45,480
Nov. 3..... 44,512	Nov. 19..... 45,800
Nov. 4..... 44,386	Nov. 20..... Sunday
Nov. 5..... 44,820	Nov. 21..... 45,820
Nov. 6..... Sunday	Nov. 22..... 45,960
Nov. 7..... 44,510	Nov. 23..... 46,000
Nov. 8..... 48,364	Nov. 24..... 44,000
Nov. 9..... 48,712	Nov. 25..... 46,212
Nov. 10..... 44,812	Nov. 26..... 46,716
Nov. 11..... 48,560	Nov. 27..... Sunday
Nov. 12..... 44,620	Nov. 28..... 46,200
Nov. 13..... Sunday	Nov. 29..... 46,400
Nov. 14..... 44,618	Nov. 30..... 46,420
Nov. 15..... 45,710	
Nov. 16..... 45,600	Total..... 1,188,070

The daily average circulation for the month of November was 45,695, included in this is an average daily distribution of 654 samples.

I, Lafayette Young, Jr., on my oath say that I am the business manager of The Des Moines Capital, and say that the statement above given is a true and correct statement of the actual circulation of said daily newspaper for the month of October.

LAFAYETTE YOUNG, JR.

Subscribed and sworn to by the said Lafayette Young, Jr., this 1st day of December, 1910. ARTHUR M. DAHL,

(Seal.)

Notary Public.

Below we give the detailed figures of the three leading Des Moines newspapers for the month of November, 1910, showing advertising gains and losses.

## CAPITAL

(In Twenty-six Issues.)

Local .....	22,958 inches
Foreign .....	7,449 inches
Classified .....	4,374 inches
	<hr/> 34,781 inches
Gain, 4,730 inches.	

## REGISTER & LEADER

(In Thirty Issues.)

Local .....	14,168 inches
Foreign .....	7,478 inches
Classified .....	8,815 inches
	<hr/> 30,461 inches
Loss, 3,094 inches.	

## NEWS.

(In Thirty Issues.)

Local .....	17,250 inches
Foreign .....	3,407 inches
Classified .....	6,172 inches
	<hr/> 26,838 inches
Gain, 1,639 inches.	

## EASTERN AGENTS

Elmer Wilson, Hartford Building, Chicago, Ill.

O'Mara & Ormsbee, Brunswick Building, New York City.

## POST SEES ADVERTISING CENSORSHIP DANGER.

ACKNOWLEDGES DESIRABILITY OF  
PROHIBITING MISLEADING STATE-  
MENT, BUT FEARS PREJUDICE AND  
IGNORANT AUTHORITY—HIS OWN  
CASE AS EXAMPLE.

Charles W. Post, president, of the Postum Cereal Company, is deeply interested in Robert J. Collier's announcement that the \$50,000 verdict secured as a result of the suit for libel against Mr. Post will be spent in a relentless war upon extravagant, misleading and false advertising.

This directly postulates a national board of advertising censorship, Mr. Post believes. A successful crusade against bad advertising must result in a new Federal law, and the successful operation of such a law would depend upon a well-qualified board of censorship.

How shall the members of this Board of Advertising Censorship be chosen? Shall one man or a group of men set themselves up as judges, after bringing about their own selection for the board, or shall the membership be truly representative of all industries that advertise, and of a personnel fully capable of exercising its absolutist powers with unvarying justice?

Mr. Post made the following interesting statement at the request of **PRINTERS' INK**:

"There is no doubt in my mind of the desirability of preventing misleading statements in advertising but it is a very broad question and difficult to determine sometimes what statements are misleading.

"If it should be ultimately considered best to establish a board of censorship for advertising announcements that board should be composed of competent authorities in every department treated of.

"Every advertiser who makes statements which he believes to be honest is entitled to respect and to a hearing. He should not

be compelled to make statements to suit the particular fad, fancy or training of any one man, particularly of any one man of one special school of medical practice.

"There should be on a board of censorship a furniture expert for furniture advertising, a shoe expert for shoes, a real estate expert for real estate advertising, a correspondence school expert for that class, a banking expert for advertisements of banks and their claims to be able to pay, say four per cent on savings deposits, a hotel expert to determine whether or not it was true that an advertising hotel was first class and rendered good service, a railroad expert to determine whether or not it was true that the Lackawanna railroad prevented dust from settling on the clothing of the passengers, an automobile expert to define whether or not it was true that a certain automobile was the best because it had won a certain cup and so on *ad lib*.

"Such a proposition interests me almost as much as a lot of healthy humorous monkeys playing on the rings in a cage at the Zoo. It seems to me the only basis upon which to judge an advertiser is that of *honesty of purpose*. I have tried to show that the advertiser himself may be possessed of professional knowledge far and away beyond a hypercritical censor.

"Take my own case, for instance,—I have frequently announced that Grape-Nuts contain elements which nature uses for rebuilding the brain. Some medical men, not very thoroughly trained in analysis of brain or of food, naturally sneer at these statements.

"Dr. Wiley himself is very fond of lecturing women's clubs and frequently takes occasion to denounce our statements as false and misleading. I do not hesitate to say that he is either prejudiced or ignorant, for my position, endorsed by the analyses of various authorities, clearly shows phosphate of potash is more than half the total mineral salts in both brain and the food known as

Grape-Nuts. I have another authority who states that phosphate of potash is the active element which by its own affinity joins albumen and water to make the gray matter of the brain and, by the way, the gray matter in the nerve centers is of the same character as in the brain and solar plexus. Now we will suppose that Dr. Wiley has never secured such information from his studies—suppose that he was appointed the censor of all advertisements which passed from state to state and thereby came under Federal jurisdiction. Such a condition would be exceedingly unfortunate for us, although we might be thoroughly honest and know more of the facts than Dr. Wiley.

"Can anyone imagine what a howl would go up, for instance, from doctors if they were not permitted to write out a prescription or express a professional opinion until it was first censored by some one like Dr. Wiley?"

## NEW YORK AS A PUBLISHING CENTER.

In explaining what considerations led the *House Beautiful* management to change New York for Chicago as a home, Paul W. Minnick, the advertising manager, said:

"New York is recognized as the publishing center of this country. There is an obvious advantage in being at the center of things.

"Editorial material is readily available in New York, whereas in Chicago it was necessary to decide what we wanted and then find somebody to prepare it. In New York City good material is constantly being offered.

"From an advertising point of view we believed there would be an advantage in publishing from New York because a majority of national advertisers are located in the East and some of them have a natural prejudice against a Western publication which they believe can only have Western circulation. Western advertisers, on the other hand, believe in Eastern publications because the vast majority are published in New York and we have no reason to believe that our patronage from Western advertisers will be affected by this move.

"We shall continue our offices at 246 Michigan avenue, Chicago, for an indefinite period."

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel



## FITTING NEWSPAPER ADVERTISING TO SALES CONDITIONS.

THE VARYING CHARACTER OF COMMUNITIES, THE COMPLEXITY OF BUSINESS CONDITIONS AND NEED FOR LOCAL SELLING CO-OPERATION AMONG THE STRONG FACTORS FAVORING USE OF NEWSPAPERS FOR GENERAL ADVERTISING.

By A. P. Johnson,

Advertising Manager, Chicago Record-Herald. Part of address before Grand Rapids Advertising Club.

To use the daily paper intelligently the manufacturer or the general advertiser must study most carefully his own selling conditions. He needs facts of all kinds upon which to base his judgment. The daily paper gives him general publicity or prestige advertising, like that of magazines, street car cards, painted boards and other excellent advertising mediums. But it is capable of much more suitable and refined use. It is used by the manufacturer to work out his so-called "salvation"—to swell his sales, and to prevent inroads of competition.

Conditions vary in each community, and the daily paper offers the means of talking to the community in its own terms. San Francisco, St. Louis and New York represent entirely different constituencies. Every manufacturer's problem will vary in these three cities. Good advertising in New York is apt to be bad advertising in Chicago, or in San Francisco, and vice versa. For this reason, the daily newspaper, with its localized circulation, presents an elastic medium. It means the kind of individual work that counts quickly and effectively.

The traveling salesman is another potential force in the shaping of advertising plans, and must be carefully considered when money for advertising is spent in his territory. He fights to secure for his house an opening wedge, or to prevent the inroads of aggressive competition. Backed by the power of daily newspaper ad-

vertising, prepared and fitted to meet the difficulties he encounters, he is already introduced to the prospective buyer of his merchandise, whereas under ordinary circumstances and without advertising he may not even secure an audience.

### MEETING THE MODERN COMPLICATIONS OF BUSINESS.

Business is getting more complicated every day, to say the least; and the comparatively recent study of advertising has made necessary departures from the salesmanship which was effective a few years ago. The salesman of an unadvertised line must meet the most forceful and effective competition he has ever known; and the best he can do is to surround his preserves with the strongest armor plate of personality, that he may hold his trade against the powerful guns of his advertised competitor.

A shallow consideration of the subject of general advertising by the manufacturer would lead one to think that advertising might to some extent take the place of salesmen, and might result in the employment of fewer traveling men or business solicitors. The very reverse is true. The results of a comparatively few years of advertising have been that many manufacturers and business institutions have been compelled almost to reorganize entirely their sales force, to meet the changes and departures caused by the greater business activity which has followed.

### THE CO-OPERATIVE FUNCTION OF NEWSPAPER ADVERTISING.

While advertising does sell goods, one of its greatest functions is that of co-operation. It prepares the way for the traveling man, walks by his side and introduces him to the merchant. It stands by his elbow when he shows his sample, increases his orders, and guarantees his merchandise. As a persuader, it has entirely supplanted the riotously spent night, the booze-fighting, and the expensive cigar. If it has not entirely supplanted these, it has made them absolutely un-

# The New York Times.

*"All the News That's Fit to Print"*

## The Daily Circulation

of The New York Times greatly exceeds 175,000 copies. Its daily city sale is greater than the combined city sales of the three other New York morning newspapers popularly classed with it as to character of circulation.

## It Is A Certificate of Good Character

to have an advertisement accepted in the columns of The New York Times, because advertisements of a questionable character and those that decoy and deceive are rigidly excluded.

Hardly a week goes by but somebody approaches The New York Times with a scheme for enormously increasing its circulation. Many of these "schemes" are actually practical—that is, they have been successfully employed by newspapers in other cities.

The New York Times has consistently turned a deaf ear to circulation schemes and schemers. The circulation of the Times has grown naturally and normally. The Times is bought for EXACTLY WHAT THERE IS IN IT.

The kind of circulation that the Times has built is PERMANENT. A circulation built on schemes is shifting—it moves over to the publisher who offers the newest and most attractive "inducement."

The only inducement to buy and read the Times is the exceptionally high character of the paper itself. "It does not soil the breakfast cloth"—"All the news that's fit to print."

Every publication draws to itself the class of circulation and of advertising patronage to which its policy entitles it. One reason that The New York Times produces such great results for HIGH-CLASS ADVERTISERS is that it is itself a HIGH-CLASS NEWSPAPER.

necessary. Manufacturers' general advertising in newspapers, magazines and in all forms is raising up a new order of salesmanship. It is creating a new profession, which realizes that more goods are sold by hard study of the peculiar circumstances which surround the prospective customer than by an enticing invitation or by boastful talk in the sample room.

If close and diligent study is made along the above lines, the problem of what newspapers to use becomes more and more simplified. Few advertisers, either retail or general, use all the papers in a given city or community. The primary reason for this is that their financial appropriations are not sufficiently large to buy a representative showing in all the papers; hence the question arises: What particular papers should be used?

The first thing that an advertiser should ascertain when deciding where to place his copy, is, how many people it will reach. Years ago the publishers of newspapers did not feel it necessary to state the amount of their circulation. Whatever may have been the reason for their attitude is hard to understand, and now has little bearing on the question. Suffice it to say that it was an injustice to the advertiser who bought and paid for an article with no assurance that it was delivered.

At the present time few of the so-called standard newspapers show any hesitancy in proclaiming "to all whom it may concern" the number of papers they sell. The advertiser is entitled to know what he buys, and, therefore, "known circulation" is the first thing to consider in placing newspaper advertising.

#### KNOWING WHAT YOU BUY.

The quality of the circulation is the next thing to be considered. Pick out the paper which you have reason to believe is read by the class of people whom you wish to reach. Make the publisher show where his paper circulates; for it will not pay you to

advertise a high-grade article in a cheap community. See that your advertising is seasonable. Do not experiment in trying to sell heavy underwear as a part of a summer vacation wardrobe, or straw hats at Christmas time. The public cannot be made to invest its money for unseasonable goods, even if you offer an inducement for it to do so. See to it that your advertisement gets the proper care and attention in the newspaper offices. An up-to-date publisher should be as anxious to bring you results as you are to get them. But do not try to make him break his rules for your particular benefit, for if he is a good publisher he will not do it and you will be put into the class with those who will have to be satisfied with what they get.

Place your advertising in the newspaper that retains the confidence of its readers to the same extent that you keep faith with the public in your advertisements. A newspaper that publishes the advertising of unscrupulous merchants who make false and exaggerated statements, that carries fake and fraudulent advertising of schemers, and of get-rich-quick concerns, is not the paper for your use. A large circulation may give a paper a temporary advertising value, even though its columns may be filled with fraudulent advertisements; but it doesn't take long for the public to learn the real character of such a paper. And when the reaction comes the regular advertisers in that paper will suffer in the same proportion as does the paper itself.

The greatest menace to advertising to-day is a tendency on the part of some advertisers to misrepresent the facts and on the part of some publishers and proprietors of advertising mediums to permit such misrepresentation.

The greatest responsibility resting upon the shoulders of every man interested in legitimate advertising is regulating that which goes before the public in the form of advertisements as to its legitimacy, sincerity and good faith. It should be the rule of every advertising organization to expel

and punish advertisers resorting to irregularities as much as it is the rule of other institutions to punish perpetrators of wrong.

It is the greatest pleasure of my life to be connected with a newspaper among those who have taken the initiative in refusing to print fake, fraudulent and deceptive advertising. And while such a course entails a direct monetary loss, which may not be made up either by a larger volume of legitimate business or as a reward of piety, I feel it is a step in the right direction.

The newspaper prestige of a successful newspaper reflects its standing in the community. No newspaper can carry an abundance of advertising unless it has the circulation to reach the consumer of the advertiser's wares. The newspaper publisher who expects to gain and hold the confidence of his clientele must follow the same fair, just and equitable course in his business department that makes for a good paper editorially. His advertising columns should be edited with the same care that is employed by his news editors. True, he cannot control at all times the integrity of the editor's copy, but he has the right to protect his readers against the perpetration of fraud, deceit and bad faith on the part of the advertiser.

#### WHAT HE DOES NOT, AND WHAT HE DOES KNOW.

THE LACTOMODE COMPANY.  
PITTSBURG, NOV. 12, 1910.

Editor of PRINTERS' INK:

Answering yours of the 10th, I send herewith check for \$5.00 for three years' subscription.

I do not know how PRINTERS' INK could be bettered, but I do know that it is worth a whole lot more than you ask for it.

FRED OTTE, JR.

The General Composing Company, of Berlin, Germany, manufacturers of the "Victorline" Composing Machine, a new competitor of the Linotype, have in view the organization of a new American company and factory for the production of the "Victorline" Machine and its accessories in this country. The office and matrix factory of the General Composing Company, of New York, is in Brooklyn.



The daily newspapers have their individual fields, each of them pretty well defined. The magazines, monthly, semi-monthly or weekly, while national in a way, are really made for the class of people who buy them, and their methods of circulation distribution naturally confine them almost entirely to the cities—and large cities at that. Think of the tremendous proportion of the population of this country not directly reached by either of the above means.



Many years ago found its field of growth and usefulness—the smaller cities, towns and villages of the country. It circulates a quarter of a million copies each week in over 14,000 of them. No large cities, few small cities; mostly towns and villages. Has its own boy agents and carriers who deliver the paper on a five cents a copy basis. Insures not only live circulation, but select, appreciative, prosperous circulation of buying ability.

Duplicates neither daily newspapers nor magazines to any extent but opens up a line of trade for the manufacturer or distributor among people who are keen for the new and good things and whose trade endures.

Reports showing class, circulation statements in detail and all sorts of exact information are ready for you.

#### THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

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# Beginning The

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It has been the source of a great deal of worry to our publishers for some time that we have been unable to close our issues earlier in the month, in order to have an earlier publication date.

We have held our last forms open until the first of the second month preceding publication. This, of course, necessitated our getting to our subscribers late—somewhere between the 25th to the 1st of the month with the printed date.

With our increased subscriptions, were we to attempt to continue closing on the same date which we have, it would be impossible to get to all of our subscribers, including the new ones, before the 5th of the following month.

You know, as an advertiser and an advertising agent, this is not early enough to give the advertisers the best service—the service they are entitled to, and the service we must give them.

For this reason we have decided to go to press on December 15th on what will be known as

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## Uncle Remus's

ATLANTA

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# New Year RIGHT

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**"The New Year Number,"** and we will be in the hands of all our subscribers with this special number not later than the 15th of January.

We are extremely anxious to advance the best interests of our advertisers, and we feel that by making this change we will be able to do this.

I know we are sure to have the hearty support of all agencies and advertisers in this change. In the same way we will close on January 15th for the following issue which will be in the hands of all subscribers by February 15th.

We are beginning the New Year right. You can do the same by forwarding your order and copy to us at once.

**WILL C. IZOR, Advertising Mgr.**  
**1 Madison Ave., New York City**

#### PAID CIRCULATION STATEMENT BY SECTIONS

To November 1, 1910

Southern States.....	154,875	Eastern States.....	18,770
Western States.....	3,519	Foreign .....	206
Central Western States. 50,874		Total .....	228,244

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# Home Magazine

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**GEORGIA**

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# Build a Solid Business

## Cultivate the Doctor

It is the experience of every advertiser who caters to the laity or general public, that just so long as he continues to spend vast sums of money for publicity, just so long does he get results and no longer.

### STOP AND THINK

There are 150,000 doctors in the United States. This vast professional body visit the homes of the 85,000,000 people many times during the year. The doctor is consulted and his advice constantly sought upon matters outside of his professional calling. He is the best known and the most influential man in his respective community.

If you have goods of general utility, worthy of recommendation, it will pay you to cultivate the doctor's acquaintance with respect to their merit. An article introduced into the family upon the doctor's recommendation is a permanent fixture and its sales extend by force of its authoritative introduction.

The following medical magazines effectively cover the field and enjoy the confidence of the medical profession. **(Use the Big Six.)**

Interstate Medical Journal,	- -	St. Louis, Mo.
Therapeutic Gazette,	- -	Detroit, Mich.
Medical Council,	- - -	Philadelphia, Pa.
American Journal of Clinical Medicine,	-	Chicago, Ill.
American Journal of Surgery,	-	New York, N. Y.
American Medicine,	- - -	New York City

*Suggestive information and rates will be furnished by writing any one or all of the above.*



## PRICE MAINTENANCE THE BALANCE WHEEL OF TRADE.

ITS POWER AS A STEADIER TO WEAK-  
KNEED SALESMEN WHO WANT TO  
CUT PRICE—FAIR PRICES TO BE  
HAD IF FIRMLY ASKED FOR—JOHN  
G. JOHNSON'S LEGAL OPINION.

By Thomas Adamson Fernley.

[EDITORIAL NOTE.—Mr. Fernley is secretary of three large associations of wholesalers in the machinery and plumbing supply lines. He has just written a booklet on the subject of price maintenance (Commerce Pub. Company, Philadelphia. Copyright, 1910, by Thomas A. Fernley) from which the following is an extract.]

In the strife for trade it must be borne in mind that money can only be made by sustaining values, and values cannot be maintained if we exhibit no "backbone" and confidence in our quotations, permitting every customer and competitor to bear down our prices.

This is an element which is often considered as offering a paramount difficulty in the way of distributing merchandise at a profit.

Many salesmen are temperamentally weak in asking a price which bears a profit, and are responsible for the commencement of demoralization in many instances.

Those who lack confidence in their ability to sell at an equal or better price than their competitors seek the line of least resistance, viz.: a concession in price, to effect their sales.

Who is to blame for the inefficient salesmen and the demoralizing conditions resulting from their operations?

The salesman was either educated by a sales manager who impressed upon his men the importance of talking quality and service and real values, eliminating price as far as possible—or he was brought up on a basis of price competition.

It should not be within the salesman's province to change prices according to any real or fancied competition which he has

presented to him. The sales manager should be the supervisor. He should be a "bull" on the market every time, and the *salesman whatever to meet a price until he has been instructed to do so by the sales manager in due time.*

Often the sales managers or principals of businesses who are held responsible for the selling end are heard to condemn in severest terms the practice of cutting prices; the folly of selling goods without a profit; the enormous cost of doing business; the increased expense growing out of additional competition, etc., etc., showing that they appreciate the importance of improved conditions and a better margin of profit—and yet these same men will continue to practice the identical methods which they have so strongly condemned in others. What right has any man to condemn the practice of price cutting, so long as he will make concessions from his own quotations?

The average buyer is willing to pay a fair and reasonable price so long as he knows that it is the lowest that the seller is making on the quantity purchased.

If those in a given line of business are rendering a service to the community they are entitled to proper compensation. The only way to get such a compensation is to fix a selling price sufficient to cover it. Experience has proven that this price will be paid just as willingly as a lower one and greater respect will be had for those with sufficient sense to ask a profit-bearing price.

*In other words, the securing of a reasonable price is largely a matter of asking it.*

If you get a fair price, the chances are that you are maintaining a first-class business house; that your establishment has an air of stability and character; that your well-paid help lend you their thorough co-operation in handling the business to the best advantage, and that the whole general tone of your establishment inspires confidence and attracts and holds trade.

On the other 'hand, if you sell cheaply you are not in a position to maintain such a standing in the trade, and the better class of buyers who consider quality and service as well as price may drift away.

Formerly the manufacturers felt that their interest in the goods ceased immediately on their sale to their customer, but this view is not held by progressive manufacturers to-day.

The manufacturers have a direct interest in the soundness and profitableness of the business engaged in distributing their products, and also realize that the trade surely cannot be expected to flourish and spend their time, money and brains in promoting the sale of their goods at prices which do not provide for the expense of distribution and afford a fair net profit on the sale.

If manufacturers take no interest in the manner in which their product is marketed, it is probable that through cut prices and unrestricted competition among the distributors, the profits will be so diminished that they will be called on for a rebate to help their customers out of the unsatisfactory predicament in which they find themselves at the end of the season.

Manufacturers paying no attention to resale prices will also find diminishing enthusiasm on the part of their customers in pushing the goods, and the channels of distribution will be considerably restricted, possibly to the advantage of a similar product which bears a profit.

Where the manufacturers of any line of goods of known reputation continually ignore the repeated requests of their customers for the establishment of a resale price, they can find no fault with them for taking up the sale of competing lines or imitation products, where the chances for profit are greater.

The market is full of goods which are not standard. They are termed in the trade, "Competitive Goods," but the consumer is the sufferer in that he imagines he is

buying a good article at a low price, but he is really buying an article made to sell at a price, and its manufacture has been made necessary because those engaged in the business have made price the principal argument and have allowed the quality to suffer.

Prominent tribunals have held that a manufacturer has a right to fix his own prices; to choose his own agents and vendees; to insist upon prices being maintained by them; to refuse to sell in case of disobedience, and to withhold any rebate payable provided prices are not maintained.

Every man has the common law right to part with anything he owns, subject to any conditions he sees fit to impose.

While the presence of a trade-mark or patent in connection with a piece of manufactured goods greatly strengthens the position of a manufacturer who desires to dictate the selling price, it is a fact that if a resale price is made a condition of sale, the manufacturer of goods without trade-mark or patent law protection is secure in his right to dictate the price at which his product can be sold. It should be clearly borne in mind, however, that where no trade-mark or patent obtains, the resale price should be stipulated and agreed upon as a condition of sale, preferably in written contracts, at the time of the sale.

John G. Johnson, Esq., of Philadelphia, who is well known as an authority on Corporation Law, being asked for an opinion recently as to the extent to which manufacturers and merchants could go in controlling the selling price, said:

"It is certain at the present time that a manufacturer has a right to fix his own prices; to choose his own agents and vendees; to insist upon prices being maintained by them, and to refuse to sell in case of disobedience of his wishes.

"He has a right to employ a third party who will advise him

as to whether or not his agents and vendees are violating the terms of their contract and understanding with him.

"It is within the power of a number of manufacturers, each making his own regulations and fixing his own prices, to appoint a common agent who will advise each of the infractions of rules.

"I am rather inclined to think that it will not be successfully contended that this agent may not send to any manufacturer a list of infractions of the rules of one or more. The danger commences, under Judge Holland's decision, if there is any understanding or appearance of understanding by which a lot of manufacturers, when thus notified of an infraction of the rules of anyone, will refuse to sell goods. Even though there may have been no infraction of the rules of some of them, there will be danger.

"Judge Holland intimated an adverse opinion to a notification by a common agent to a lot of manufacturers, of an infraction of the rules of one or more. I am of the opinion that there can be a common agent who may notify a lot of manufacturers, when the vendees or agents of any of them offend rules, and that each manufacturer may, because of such notification, although his own rules have been violated, therefore sell to such violator."

*"All CONCERT OF ACTION, direct or indirect, clearly expressed or disguised, but by which as a result, parties are cut off from their supplies, is dangerous."*

The later part of the above opinion refers to concert of action on the part of the manufacturers who collectively and not individually make agreements with the distributors. It is clearly stated that price maintenance agreements between individual manufacturers and individual jobbers are within the law, but the moment that there is any combination with a third party the danger begins, and it may be held that the law has been violated.

# B.M.

The interest of  
the advertiser in  
The Woman's  
Home Companion  
is the condensation  
of the interest  
of women  
predisposed to  
buy—business  
managers  
of the best homes  
in every city  
and hamlet in the  
United States.

## BRISBANE URGES ADVERTISING TO PREVENT ECONOMIC WASTE.

WHERE SAVING MIGHT HAVE BEEN EFFECTED—THE PART ADVERTISING PLAYS IN COUNTRY IS PROGRESS—THE RESPONSIBILITY OF ADVERTISING "SPECIALISTS."

"The greatest problem confronting the human race to-day," said Arthur Brisbane, December 1st, in an address to the Rochester Ad Club, "is that of distribution. The greatest agent of distribution to-day is the advertising man. He is to business what speech was to the human race. Second to production, advertising is the one great art of the business man."

The speaker referred to the difference between the modern business man of this country and those founders of the famous London shops who had given their lives to businesses which were in their prime long after the founders had passed away. It was the ambition of the American business man, he declared, to push his business to a realization of its greatest success within his own lifetime.

Mr. Brisbane laid great stress during his address on the bearing which modern advertising had upon the question of economics. He referred to his own experience in the observation of a great waste which was prevalent in this country, through conditions which were easily remediable through judicious advertising mediums.

"We waste enough," he said, "to make this country just twice as prosperous as it is. By way of illustration: I was on my way to a farm of mine in New Jersey, when I met a colored driver with a wagon load of fish. On questioning him, I found that the fish were being removed from cold storage, to be thrown on the waste pile. They were in good condition, indeed. The fellow even picked up one which was so fresh that it was actually alive yet. They

were simply being thrown away in order to make more room for a new supply, and this while thousands of people were going hungry.

"That is only an incident in a general waste policy which has a tremendous bearing upon the high cost of living. I have seen apples rotting by the bushel, for the same needless cause, the failure to use a little judicious advertising which would place the provisions within the reach of those who need them, as well as prevent the loss to the producer."

Mr. Brisbane spoke at some length on some of the technical sides of advertising. It was, he declared a profession for the specialist, for advertising efficiently was the most difficult thing in the world. A good advertising agent was worth millions to the business he represented. It was upon him that the responsibility of talking to all the customers depended. The business convictions and integrity of the business man were in the hands of the advertising agent.

The speaker urged advertisers not to overlook the great importance of the local and country newspaper as an advertising medium. It was, he declared, the very best medium for his use, aside from the fact that it was due as a matter of patriotism. The small local newspaper, he declared, did much in "helping to keep moderately honest this country of ours," and the country editor was himself a worthy hero, who was continually standing between the people and the tyrants who sought to live on the social system.

Speaking of advertising as an educative medium, Mr. Brisbane said it had played an important part among other things in promoting cleanliness, good house-keeping and intelligence in the matter of diet. The argument that advertising was an extravagance which weighed upon good economics, he declared, was not sound, for instead of being an expense, its cost was practically nothing through the cutting down of other disbursements in the way of clerk hire, salesmen, etc.

# THE DAILY NEWS

is the only paper in

## OMAHA

that carries the advertising of the four largest stores.

# WHY ?

because the paid circulation for November was

# 62,231

Which was more than the combined press run of all the other Nebraska evening papers.

---

C. D. BERTOLET,  
1105 Boyce Building,  
Chicago.

JAMES F. ANTISDEL,  
366 5th Ave., New York.

OSCAR DAVIES,  
Gumbel Building, Kansas  
City.



*"Nothing Succeeds Like Circulation!"*

## The Los Angeles Examiner Gained 591.45 Columns

of advertising in November, 1910, over November, 1909, which is the largest gain made by any local newspaper, morning or evening, during the past month.

**Exceeding the Gain of Its Nearest Competitor  
by 234.95 Columns, or 65 Per Cent.**

**Only One Other Paper Gained; Three Papers Made a Loss**

	Gain	Loss
Los Angeles Examiner.....	591.45 col's.	
Los Angeles Express.....	356.50 "	
Los Angeles Times .....	345.03 col's.	
Los Angeles Record.....	204.30 "	
Los Angeles Herald.....	70.90 "	

The "Examiner" gain is divided as follows:

	Agate Lines.	Or Inches.	Or Columns.	Or Pages.
Display .....	34,244	2,446	122.30	17.47
Want Ads .....	131,362	9,383	469.15	67.02
<b>Totals .....</b>	<b>165,606</b>	<b>11,829</b>	<b>591.45</b>	<b>84.49</b>

Think of it! More than seventeen and one-half pages of Display Advertising and sixty-seven pages of Want Ad announcements MORE during this November than during November of last year.

This means eighty-four and one-half pages MORE of advertising last month than during the same month of last year.

This means almost three pages MORE per day of advertising this November than the "Examiner" had during last November.

## Significant? Yes---Very!

And the One Big Reason Is:

## "Results to Advertisers!"

## Sunday Circulation More Than . . . . . 104,000

The circulation of the Los Angeles Sunday Examiner is larger than that of all the other Los Angeles Sunday papers combined, by thousands of copies.

The Daily Average Circulation of the Los Angeles Examiner is larger than that of any other Los Angeles paper, and exceeds that of its nearest competitor by more than 5,000 copies.

And more than 95 per cent of this circulation is DELIVERED INTO HOMES in Los Angeles and within easy reach by trolley of Los Angeles.

## ADVERTISING LAYS PERFUME IMPORTERS' SPECTRE.

HOW "DJER-KISS" REFUSED TO DIE ACCORDING TO ANCIENT CUSTOM OF PERFUMERS—THE "FRENCH" COPY THAT HELPED SAVE THE DAY—ALL-YEAR-ROUND DEMAND CREATED.

By Theodore Rand-McNally.

The importers of Djer-Kiss perfumery have become insurgents against the deadening doctrine in vogue in their business, that the popularity of a perfume is necessarily limited to five years, and moreover, can be sold only at stated seasons. As an antiseptic defence against this mortal plague, they resorted to good newspaper advertising.

The advertising has been working long enough practically to demonstrate that it is only the helpless maker of perfumes who need knuckle submissively down to a belief that his goods must observe the five-year span of life and then quietly cash in their checks.

Having established this dead limit clearly in his mind, a perfume manufacturer could only figure upon deriving his profits within that five years; he must incorporate in the selling price the expense of distribution and selling which is good for only the five-year period.

Hence the significance of the Djer-Kiss campaign, which promises to give long "life"—i. e., demand—for the perfume as its maker chooses.

Three years of the supposed life of Djer-Kiss had passed and the importer had, like others, relied upon the Christmas and the Easter seasons for the bulk of the year's business. During January and August there was little demand for his wares.

The summit of success seemed to be reached when the three years was up. Good distribution, particularly in the metropolitan district, had been secured. Roland H. Smith, of the Alfred H. Smith Company, which imports Djer-Kiss, disliking the prospect of a

decline of demand after two years more, closeted himself with M. L. Wilson, now of the Blackman-Ross agency, and they evolved a new plan.

To give the advertising tone, to make it carry the impression that the product obviously was from Paris, quotations in *French script* from the maker of the perfume in France were used in the copy.

The appearance of the first of that series of ads marked a radical departure in perfume advertising. The campaign has been almost entirely carried on through the newspapers and has devel-

**"Djer-Kiss"**  
PRONOUNCED DEAR KISS

*Je sais que moins d'une goutte de parfum Djer-Kiss contiendra n'importe quelle femme de sa suprême délicatesse et raffinement.*

—Kerkoff, Paris

TRANSLATION: "I know that less than a drop of Djer-Kiss perfume will convince any woman of its supreme delicacy and refinement."

Extract, Sachet, Face and Talcum Powder.

FOR SALE AT ALL DEALERS  
SEND 6 CENTS FOR SAMPLE  
OF EXTRACT AND SACHET

Alfred H. Smith Co., 80 Chambers St., New York.

HITTING THE ELITE FANCY WITH FRENCH TEXT.

opened an interesting side light on the placing of such copy by the various papers. It seems to have impressed the make-up editors that there was "some class" to that copy and when opportunity is offered its French script quotation often finds an isolated place at the top of a column on the fashion page.

A list of publications covering the entire United States is being used. They include the *Butterick Trio Quarterlies*, *Quarterly Style Book*, *Monthly Style Book*, *Life*, *Clipper* and the Sunday magazine sections of the following newspapers:

New York Tribune.  
New York American.



Chicago Record Herald.  
 Chicago Examiner.  
 Philadelphia Press.  
 Boston Post.  
 Boston American.  
 Minneapolis Journal.  
 Minneapolis Tribune.  
 Buffalo Courier.  
 Buffalo Times.  
 San Francisco Examiner.  
 Pittsburg Gazette Times.  
 Pittsburg Post.  
 Memphis Commercial-Appeal.  
 Louisville Courier-Journal.  
 Richmond Times-Dispatch.  
 Cleveland Leader.  
 Milwaukee Sentinel.  
 Columbus Dispatch.  
 Providence Tribune.  
 St. Louis Republic.  
 Washington Star.  
 Denver News-Times.  
 Denver Republican.  
 Los Angeles Examiner.  
 Rochester Democrat and Chronicle.  
 New Orleans Picayune.  
 Montgomery Advertiser.  
 Kansas City Journal.  
 Detroit Free Press.  
 Cincinnati Commercial Appeal.  
 Jacksonville Times-Union.  
 Worcester Telegram.

In addition these newspapers are also used.

New York Sunday World.  
 New York Evening World.  
 New York Evening Journal.  
 New York Sunday Telegraph.

In the cities where these papers are published good distribution of the perfume has been secured. The three-inch spaces that are being used in all these dailies are planned for the benefit of the local dealers. Once a woman has become enamored of a certain perfume and has learned where it can be purchased in her home city the battle for her custom is decided.

A most remarkable example of results from a single advertisement is cited in connection with one of the publications that does not use the mails and is therefore at liberty to use return coupons in the form of postal cards. "Thirty-two thousand of these came back with requests for samples, as the result of one ad, and this may be taken as the basis of a large amount of the present Djer-Kiss national distribution," said one of those closely connected with the project. "People will have French perfume. The introduction of the French quotation into our advertising both accentuated the nationality of the perfume and attained with com-

paratively small space a distinction that could hardly have been produced by any other means. The requests for samples (each containing from six to twenty-four scents) which have quoted the exact phrasing of the comparatively inconspicuous English section of the ads are proof of the effective focusing of attention by the French portion."

The trade paper work in this campaign has been of a distinctive though not elaborate or extensive nature. It has made the distribution of Djer-Kiss practically uniform from Texas to New England.

The matter of price has to a great extent looked after itself. Mr. Wilson said: "Substitution in perfumes is not easily carried on. A woman associates a certain fragrance with her personal belongings and she is no longer a customer for perfumes but for one distinctive essence and group of articles. There are department stores which refuse to stock any but perfumes made under their own control, which are almost daily compelled by the demand which the advertising has built up to buy Djer-Kiss in small quantities.

"Djer-Kiss is sold to the trade in the usual way, by the pound, and under no agreement as to price maintenance, but in spite of this latitude it has remained at a practically uniform price ever since the druggists and department stores took hold of it."

The results from this novel campaign are declared to be very satisfactory. "Actually behind in orders in January, one of the poorest months in the year! August—January's counterpart for bad business—equal to December, the banner month of the previous year! *The business of the best month in 1906 was about one-seventh of that of the best month so far this year.*"

At the last meeting of the Winnipeg Ad Men's Club on November 17th the matter of sending delegates to the Boston convention next summer was brought up. Some enthusiastic advocates believed that Winnipeg should make an effort to secure the Ad Club convention a year from next summer.



**LITTLE TALKS WITH WISE ADVERTISERS****NUMBER THIRTEEN**

We have lately devoted some space to explaining the American Wool and Cotton Reporter's contract with advertisers, a condition of which is that our minimum circulation is not less than 500,000 per annum, and that the advertiser is at liberty to examine our books through any agent he may select at any and all times during the life of the contract. If our circulation claim in this contract is not correct, we rebate the advertiser at the rate of \$8.25 per thousand; that is to say, if the advertiser takes a contract to the amount of \$1,040 and finds we have printed and distributed but 300,000 papers during the year, we rebate to him the sum of \$1,650, which gives him his advertising for nothing and \$610 in cash.

We have also emphasized the fact that the only other textile journal which pays much attention to subscriptions is the Textile World-Record, which states that its circulation is 5,960 per month, or 71,520 per annum. The circulation of over 500,000 per annum by the American Wool and Cotton Reporter is based almost wholly upon the number distributed through the Post-Office, and in addition thereto are sales other than by subscriptions, frequently bringing the total circulation up to a much higher average than 500,000 per annum.

**American Wool and Cotton Reporter****FRANK P. BENNETT & CO., Inc., Publishers****BOSTON    NEW YORK    PHILADELPHIA    WASHINGTON**

## THE NEW ECONOMICS AND THE MARGINAL CON- SUMER.

WANTS ARE CAPABLE OF INFINITE EXTENSION—SCALE OF CIVILIZATION KNOWN BY NUMBER OF WANTS—THE POTENTIAL BUYER ON THE FENCE—THE ADVERTISING MAN AS A HATCHER OF WANTS—FROM ADDRESS BEFORE ADVERTISING MEN'S LEAGUE.

*By Joseph French Johnson, D.C.S.,*  
Dean of the New York University  
School of Commercial Science.

The old static idea that the wants of the public can be gauged like the depth of a well, and that there continuously exists a certain measure of demand for a certain kind of goods, is no longer held by economists. The modern economic idea is *dynamic* instead of static, and demonstrates that man is a bundle of potential wants, infinite in number and impossible of hard and fast measurement. Furthermore, it demonstrates how wants can and are being *created*, and that it is impossible to tell beforehand what new want will develop.

This old-time static economics which fitted production to a given quantity of want, had worked out a beautiful compensating system of accurate quantities and their accurate distribution which never missed a cog nor recognized for a moment an element of uncertainty.

To these old economists all articles were staple, and that elusive quality which distinguishes wants as we now know them to be, was blissfully unknown. The newer modern economists to-day judge a civilization and a country by the number and complexity of its wants, recognizing that progress and civilization move in direct relation to the number of wants developed. In the new dynamics there is nothing fixed. You cannot count on my wants for next week and much less can you count on them for next year. In their way the clothing people have recognized this long ago; and we have the style-spectacle of con-

stant change in clothing wants—especially those of women. *The advertising man is he who sits on a potential want and hatches it into a clamorous reality*—who loses no opportunity to tell me with his best word and picture in the medium I am most apt to turn to, of the charm, the irresistibility, the economy, the efficiency, the need represented in his product. And one by one, new tastes, new needs are developed in me and my family as the advertising man succeeds in informing and convincing me of the desirability of the things that men are making.

My old father visited me once, and after observing what we had and what we did, in comparison with his simple, old-fashioned life, he vowed that we were squandering money. We had great numbers of things, he maintained, which he never had. "Yes," I replied, "and my son will have things of which neither you nor I yet dream."

But there is a peculiar thing about satisfying wants. You will observe that we are obliged to starve other wants whenever we select a new one. If we buy an auto we will not be able to flash the gold, the silver, the silk and the fine linen which we might otherwise have flashed. In our sub-conscious way we put the things on the scales and we decide which we want most. I am a Yankee and am familiar with the auction principle, and you may be interested as advertising men when I tell you something about what we call the *marginal consumer*. Up in New England they have a way, when an auction is to be held, of gathering things from about the neighborhood to be sold together with the goods originally intended to be auctioned off. I was at an auction once at which a grandfather's clock was offered and brought \$100 after lively bidding. Then another grandfather's clock was brought out and it sold at \$60. Three or four more were brought out in succession, until the last one sold at \$20. That price which the last one paid was the price to the marginal consumer, the one

who is the last to satisfy, after all the others who have especially strong desires for the article are satisfied. And this marginal consumer is the man who has got to buy if all your goods are to be sold. The buyers who are eager for your goods are not great in number. It is *the buyer on the fence* to whom your real sales and advertising work must be directed and the convincing of whom is the advertising man's big job.

Contrary to popular notion, monopolies cannot fix price. *Price is always the best price that can be secured*, regardless of arbitrary inclination. You can be pretty sure that the Standard Oil Company has carefully figured out what price can be secured from as great a number of consumers as would be demanded for the consumption of its oil. It knows well that if the price were raised consumption and consumers would decrease, and it has carefully balanced on the scales whether it desires less consumption and consumers at a little higher profit, or whether it wants a larger volume of sales at a lower profit. It is keen on the scent of the marginal consumer and it is fixing its price by the conditions of that marginal consumer.

#### LEWIS PUBLISHING COMPANY'S CHANGES.

Effective December 1st, Ross & Howe, Inc., Chicago, were appointed special advertising representatives of the *Woman's National Daily* and the *Journal of Agriculture* in the Chicago territory. This new special agency, which will have the exclusive representation of the two papers named in the Chicago territory, is composed of John D. Ross, who has been one of the Chicago representatives of the Lewis publications for a good many years, and E. C. Howe, who is well known in the special agency field.

The subscription price of the *Woman's National Daily* will be advanced to \$2.00 per year commencing January 1st, and the weekly feature sections will be inaugurated commencing with the Wednesday, January 4th, issue. These weekly feature sections will be printed on newspaper stock but will consist of practically the same contents as the original monthly publications—the *Woman's Magazine*, *Woman's Farm Journal*, *Beautiful Homes*, etc.

## "The Economical Way to Cover the Country Is to Advertise by Districts"

### XXIV.

Many districts present complex problems to the advertiser. This is not the case, however, in

### The Advertising District of Cincinnati

Here there is one sure way, one easy way, one only way for the advertiser who would attain the greatest success with the greatest economy. That way is through the advertising columns of

## THE CINCINNATI ENQUIRER

A quarter-of-a-million homes represent the cream of this Advertising District—and into those quarter-of-a-million homes *The Enquirer* gives you entree!

More than that, it backs up the introduction with its remarkable prestige. The readers of *The Enquirer* extend their confidence and support to its advertising columns—that is why advertising in *THE ENQUIRER* is so effective.

#### Foreign Representatives

A. I. KLEIN  
Metropolitan Tower, New York  
JOHN GLASS  
Peoples' Gas Building, Chicago

## HOLIDAY LOCALIZING OF NATIONAL ADVERTISING.

"BESTYETTE" MACKINTOSHES CREDIT  
A NEWSPAPER CAMPAIGN AT  
CHRISTMAS SEASON WITH SUCCESS  
IN GIFT SUGGESTION—LOCALIZING  
THE NATIONAL PRESTIGE.

National advertisers who use only the magazines are obliged to rely on the dealer at Christmas to localize the gift suggestion concerning the article advertised. This is usually far from satisfactory because the dealer can't afford or won't give the prominence to the matter that the manufacturer desires.

In this connection, some experimental work by the New York Mackintosh Company, makers of the "Bestyette Storm Cape," has demonstrated that it is a good thing for the manufacturer to use the newspapers himself in reaching buyers in special centers while the holiday buying fever is on.

The "Bestyette" people took this view of it—that Christmas giving is a problem that is becoming increasingly hard to solve and that a concrete suggestion of something that would be shown to be really worth while as a gift would not only be welcome but acted upon. They already had a good distribution in central points and already had an audience somewhat favorably disposed to their storm capes.

"Now," said they, "we have a storm cape that fills this holiday gift bill to a 'T.' It is waterproof, sightly, useful—any child would appreciate it and it will last all year. But how are we going to be sure that it will be sought as an ideal Christmas gift?"

With this problem to solve, it was decided that the local papers in the localities where there was good distribution gave the key that would open the door to "Bestyette" holiday sales. Fairly large space was taken in the *Journal*, *World* and *Eagle* for Greater New York promotion and the leading papers were used in points like Boston, Chicago, St.

Louis, etc. The display was big and catchy and caught on so well that dealers showed their appreciation by mentioning "Bestyettes" in their ads, also, and by sending hurry orders to the factory.

The advertising department cooperated in this special sales work by designing a gift box that had the holiday spirit without being "mushy." This, printed in colors from combination line and half-tone plates, helped to clinch the sale when a "prospect" gained by the newspaper ads entered a store.

Joseph S. Edelman, advertising manager for "Bestyette," asserts that the use of newspaper copy rounded out the cycle of sales-inducements to a marked degree.

"Everybody wants to give something different," said he, "something that will not be duplicated; that will be kept and appreciated; and that will be useful as well as ornamental. In my experience I know that at Christmas time I have more than once searched the newspapers in the vain hope that I would find a suggestion there for some gift, and it occurred to me that it would mean not only good business but prove also an actual service if we would picture "Bestyettes" as Christmas gifts. The results have so far exceeded our best hopes."

## WESTERN LUMBER MANUFACTURERS TO ADVERTISE.

Advertising by "permanent displays" in the principal cities of the Middle West is being planned by the Pacific Coast Lumber Manufacturers' Association for this winter. By permanent displays is meant decorative examples of interiors finished in fir and spruce installed in semi-public buildings in cities like Chicago, St. Louis, Kansas City, Omaha and Denver. The Pacific Coast Association, in conjunction with the Southern Lumber Dealers' Association, installed, a few years ago, a small but attractive exhibit, showing fir-finished interiors, in Minneapolis. The cost was \$8,000. As a result of this, Secretary Beckman, of the Pacific Association, said recently that 10,000 homes and business buildings in the Middle West have been finished in fir, which was taken from the Pacific Northwest mills exclusively.

C. G. Green resigned, effective December 1, as vice-president and business manager of the Dayton, Ohio, *Journal*, and left for Washington, D. C., where he has purchased an interest in a mail order business.

## Alive and Growing

The textile mill trade is very much alive and growing.

The Textile World Record's Annual Report of New Mill Construction for 1910 gives details of about 300 new mills erected or under construction. Many of these are not as yet reported in any Directory. Besides the new mills actually under way, it mentions about 40 new mills projected, and hundreds of important enlargements.

*Facts  
About  
The  
Textile  
World  
Record*

ADVERTISERS IN THE

# Textile World Record

*The  
Medium  
That  
Covers  
The  
Textile  
Field*

get early information of these projects, enabling them to get in touch with the business in most cases before the orders are placed. Promoters and managers of new textile enterprises know that they can find in the Textile World Record's advertising columns a more complete representation of machinery and mill equipment than anywhere else.

M. E. Schedelbauer, Jr., superintendent of a big mill in New York State, expressed the feeling when he wrote:—"Have been a subscriber to the Textile World Record for twenty years. It is the leader and guide for the mill manager in practical matters about machinery and manufacturing."

If you would like to see this list of new mills, drop us a line.

(Circulation Examined by the A. of A. A.)

**LORD & NAGLE COMPANY, Publishers**

144 Congress Street    --    --    Boston, Mass.

## STOCK EXCHANGE RE- PRESSES SNAP IN BOND ADVERTISING.

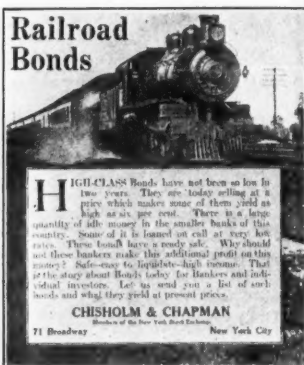
CHISHOLM & CHAPMAN HALTED IN ATTEMPT TO ADVERTISE BONDS IN MODERN WAY — WALL STREET CLIQUE SAID TO BE ANXIOUS TO PREVENT WIDESPREAD SALE OF BONDS BY MAIL.

The governors of the New York Stock Exchange have arisen in their might and during the last few months sent forth two edicts on the subject of advertising. The first one, which is now some months old, related to the keying of financial advertising. It stated that when an advertiser appended to any published statement the number of a pamphlet, booklet or circular of any kind he must reply to all inquiries originating from such advertising by forwarding literature numbered in conformance with the advertised statements. The avowed object of this ruling is the protection of legitimate advertisers,—to whom the condition is no hardship,—from the unscrupulous, who, having once received an inquiry, proceed to bombard its sender with the literature of speculative schemes whose stocks are outside the pale of the exchange lists.

The second pronouncement, made known only a few days ago, is shrouded in considerably more mystery. The minor officials in the office of the secretary of the exchange are vehement in their denial of all knowledge of the existence of such a ruling,—just a little too vehement, in fact, to carry conviction. It is stated in the offices of Chisholm & Chapman, at 71 Broadway, that a few days ago one of the heads of that firm was called before the governors of the exchange and warned that there must be no more advertising of the type which his firm had inserted in the *New York Times* of November 30 and the *December World's Work*.

The offending copy is reproduced herewith.

Speaking of their advertising of the last few months the firm says: "We have for some time been advertising by the cut-and-dried policy of publishing merely our business card and offering some specific issue, giving no description, but expecting the public out of curiosity to write us for further information. About six months ago we discovered that this style of advertising did not pull so we began to change our copy and style, using some catch word such as Depression, Anticipation, etc., and briefly urging the reader to write us for details



**Railroad Bonds**

**H**IGH-CLASS Bonds have not been so low in two years. They are today selling at a price which makes more of them yield as high as six per cent. There is a large quantity of idle money in the smaller banks of this country. Some of it is loaned on call at very low rates. These banks have a ready sale. Why should not these bankers make this additional profit on this money? Safe—easy to liquidate—high income. That is the story about Bonds today for bankers and individual investors. Let us send you a list of such bonds and what they yield at present prices.

**CHISHOLM & CHAPMAN**  
Brokers of the New York Stock Exchange  
71 Broadway New York City

THIS WAS CALLED "YELLOW."

concerning the meaning of the catch word. We found by this means that replies to our advertising were doubled and even tripled, depending on the copy.

"The majority of these advertisements have been written by our office through our agent, Henry King Hannah, who suggested several of them—especially the one that appeared in the *Times* last Wednesday showing the locomotive.

"The present competition in the investment business has gradually forced a number of houses to take up a more radical form of advertising and we believe that results will justify an innovation."

As the king can do no wrong, the exchange has not seen fit to advance any reason for its objections to this advertising; so, of

course, speculation is rife. One who looks on Wall street and all its doings from the vantage ground of years of experience said: "There are two distinct sets in Wall street, the speculators and the bankers and sound investment brokers who are really working for the ultimate good of the country by publicly advocating sound investments for its surplus wealth. Those who are in control of the exchange want to confine all active operations that represent any considerable amount of money to the listed stocks and bonds. Their energies are directed toward the limitation of dealings in what the public would regard as absolutely secure investments to the high denomination stocks and bonds of large corporations which are dealt in only in large quantities. These are much more easily manipulated and afford much larger profits and commissions than the securities of small industrial corporations or railroads that would be held as permanent investments. The list of securities handled on the exchange as they allow it to exist here, fills about four pages. In England they have fourteen.

"It is the object of those, both in and out of the exchange, who urge sound investment to increase this list by creating demand for new stocks by sane advertising.

"I would not hesitate to say that the prohibition of this advertisement was due only to the mortal fear of an exchange clique that someone will start a great investment project that will be beyond their control. They realize the soundness of the French system of gilt-edged, small denomination securities but they do not want it, or any thing like it, in America. It would represent too much money that they had no possible chance to get their hands on. It is nothing but the machinations of that crowd that prevents this country from taking a place beside England and France as one of the world's banker nations. We, as a nation, net hundreds of millions per annum on our international trade, yet our monetary status among the nations remains unchanged."

## The Quantity

Of our circulation is printed in each issue of HUMAN LIFE. Now 160,000 and growing fast. Rate 75c a line. Our circulation is guaranteed and will be proven by Post Office receipts, paper bills and printer's bills. We have QUALITY circulation. Subscriptions to HUMAN LIFE net us from 60c, our price to the Subscription Agencies, up to our full price, \$1.00, and every subscription is killed at its expiration unless renewed and paid for in advance.

## *Human Life*

THE MAGAZINE ABOUT PEOPLE

530 Atlantic Ave., Boston, Mass.  
1 Madison Ave., New York  
79 Dearborn St., Chicago, Ill.



# Publishers

## Have Found It Pays to Practice What They Preach

Nearly every publisher preaches Advertising.

The most successful ones **practice it**.

They advertise their publications to the national advertisers of the country through the pages of PRINTERS' INK.

The national advertisers, advertising managers and advertising agents who read PRINTERS' INK are men who **believe in advertising**—and believe in publications that advertise themselves.

It has become a habit with these men to turn to the advertising pages of PRINTERS' INK to see what live publications have to say about themselves.

Do they find any information about **your** publication there?

Moreover, Mr. Publisher, do you keep your publication before these men right along—or only advertise it occasionally?

Remember, you preach **persistent** advertising—because you know it is the only kind that **pays**.

Then practice it—make a contract for regular space in PRINTERS' INK throughout 1911—and you'll find it will pay **you** as well.

The sooner you make that contract, the better position you will secure.

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**Printers' Ink Publishing Company**  
12 West 31st Street                      New York City



## WHEN BILL POSTING IS NECESSARY

IT SHOULD BE CONSIDERED AND  
HANDLED AS PART OF THE GEN-  
ERAL PLAN

In formulating an advertising campaign, there naturally should be but one plan, made to cover all branches of publicity that the conditions call for. The best results cannot be expected if there are two or more disconnected plans, each prepared without reference to the others.

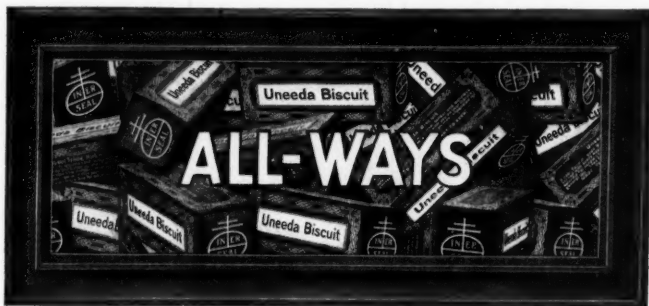
For example, if it were decided that bill posting was necessary, the plan for this form of publicity and the design of the poster itself should bear proper relation to the other advertising matter that is appearing, whether it be magazine, newspaper, circular

These posters were planned, designed and placed by the same agency and by the same department that prepares their magazine and newspaper advertising.

From the beginning of its advertising, this company has used posters extensively to augment its newspaper and magazine publicity. By this means four important results have been accomplished.

First—Posters have done much to localize the National Biscuit Products. They have called attention to the fact that these products are actually "in town"—in the consumer's own neighborhood—for sale at his grocery store.

Second—They have carried its story to all classes—the illiterate as well as the educated.



letters or display cards of any kind.

Not every advertising proposition requires the use of posters, but there are many cases where more substantial results are shown by a rightly proportioned use of bill boards.

Let those who make the plan include the posting where posting seems advisable. Let those who formulate the copy plans design the posters, in order to preserve the continuity of style and argument necessary to cumulative effect.

There are shown in this article some samples of posters sent out by the National Biscuit Company, one of the greatest users of all branches of publicity in the country. The preparation of these posters was carefully studied and follows out the copy policy that has been preserved throughout other branches of their advertising.

Third—They have shown results quickly—creating an immediate demand by the consumers.

Fourth—They have found favor with retailers and called forth their co-operation.

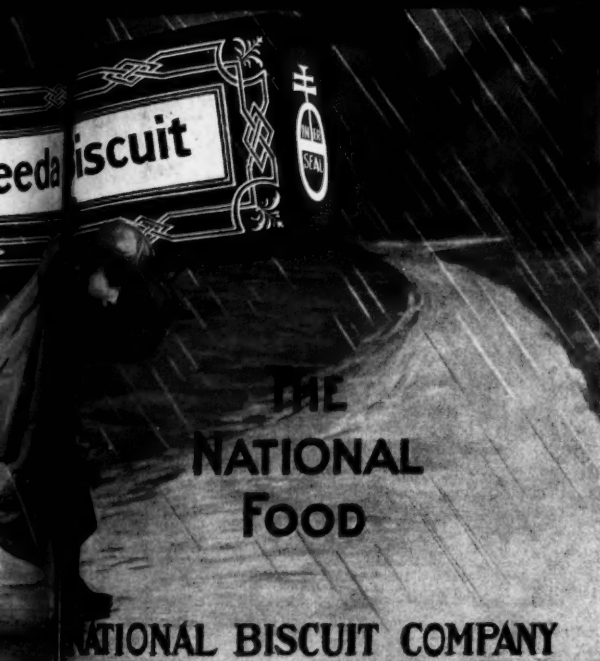
Every advertiser, be he large or small, in considering whether or not his plan of campaign shall include the use of bill boards, should confer with his advertising agency and profit by its experiences gained in this field with other advertisers.

One thing should be borne in mind, however, the consulting agency's equipment to take care of a bill posting campaign, for, not unnaturally, many an advertiser has been dissuaded from the use of posters because the agency giving the advice did not have adequate facilities for furnishing this service.



ONE OF THE RECENT 16-SHEET POSTERS OF THE NATIONAL BISCUIT CO.  
BROAD FRAME, THE TRUE AND HIGH "POSTER VALUE" OF  
APPRECIATED RENDITION OF ACKA

PRINTERS' INK.



AL BISCUIT COMPANY. NOTE THE UNUSUALLY STRONG EFFECT OF THE  
"STER VALUE" OF COLOR MASSING, AND THE INSTANTLY  
ON OF PACKAGE AND TRADE MARK.

## AGENCY SERVICE IN BILL POSTING

HOW ONE FIRM BLAZED A TRAIL THAT THOUSANDS OF ADVERTISERS HAVE FOLLOWED TO THEIR PROFIT.

N. W. Ayer & Son, of Philadelphia, were the first official solicitors for The Associated Bill Posters and Distributors of the United States and Canada. Before their acceptance of this office, back in the early days of their activity, the value of bill-board advertising was problematical.

It was reasonable to assume that the advertiser who could utilize well planned designs, having them appear on the boards in the right localities, having them placed at the psychological moment so that their value as a means of local trade stimulation might be greatest, could profitably augment the other branches of his campaign by the use of bill boards.

But at that time there was not in the possession of any advertising agent a knowledge of conditions in any except the metropolitan centers.

Year after year N. W. Ayer & Son investigated conditions, experimented, conducted campaign after campaign, making each more resultful because of the experience gained during preceding campaigns.

And the essential knowledge acquired in this way is a unique and valuable asset that aids this great agency to protect and further the interests of its clients whenever posting is a logical portion of advertising campaigns.

In this house the preparation of poster designs is in the hands of the same department that prepares the copy for the magazine and newspaper advertisements. This department, having made a study of the advertising possibilities of the article, may be expected to prepare a poster that, has more selling value and a closer relation to the plan of campaign than if furnished by outside designers.

After preparing the designs, N. W. Ayer & Son attend to all details of

printing and posting. They enjoy favorable connections with the largest printing houses in the country, which have been selected both for satisfactory workmanship and convenient location, so that shipments may be made quickly and economically.

They are not prejudiced in favor of any particular style or process of printing, but are governed solely by



the requirements of the particular case in hand.

They do not encourage a greater appropriation for posting than best results call for—they choose the territory to be covered and cover it without over-display. This feature alone is an argument in favor of placing the poster contract through an agency.

The business of N. W. Ayer & Son has been built up on the principle: "Make advertising pay the advertiser."

For forty-one years they have been "Keeping Everlastingly at it" and their extensive posting service has been made possible by adhering to that policy, and by rendering a service that, like all other assistance extended to their clients, is custom made.

## POLITICAL ADVERTISING IN THE RECENT ELEC- TIONS.

HENRY GEORGE, JR., ELECTED TO CONGRESS FROM NEW YORK WITH HELP OF CLEVER SERIES—A LA FOLLETTE MAN'S FULL PAGES IN WISCONSIN—INTERESTING CALIFORNIA CAMPAIGN.

*By Charles G. Milham.*

Stone-hewn relics of early civilization give graphic evidence of the advertising efforts made even then to curry political favor with the populace. But it is in the use of paid-for space in the newspapers that modern political advertising has taken its greatest strides forward during the last decade or so. Where you might have searched in vain in the early nineties in almost any newspaper for an opinion of a candidate other than that reflected by the editorial policy of the paper, today it is hard to find any paper which does not carry, during the course of a political conflict, at least two or three personal and paid for arguments for candidates.

Where newspaper space has been used, and other mediums, such as the bill-board, the car-card and the booklet, results have come in a manner to make many new converts to the use of advertising space for political representations. This modern method seems to find most progressive political aspirants, and its success is causing old-time political henchmen to prick up their ears.

In the recent November elections, advertising played a most important rôle from the Atlantic to the Pacific. There were few, if any, candidates in any state in the Union who did not resort to the bill-board and display space in the newspapers. While a deal of it was pure bunk, being sadly mismanaged, a much

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

STREET RAILWAYS  
ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

enteenth Congressional District, New York. Mr. Bennet was a candidate for re-election on a standpat Republican platform, and until a week or so before Election Day it was generally conceded that Mr. George was leading a forlorn hope. The district is one of the biggest in the city, and on the upper West side of Manhattan, a section supposed to breed only staunch Republicans. But the managers of Mr. George's contest decided to enlist the interest of the whole great city on behalf of their man. Preferred position was obtained in all the evening papers of the city, and a marshalling of facts in single column space that varied from six to twelve inches was begun October 31.

The initial ad was in the main an outline of what might be expected from the series that was to follow. The only attempt at display was in the title, "Remarks about the George-Bennet contest," which was retained for all of the series. Then, in short, snappy sentences that were eminently readable, the voters were told of Mr. Bennet's standpat tariff-Cannon record and the promise was made to show the difference in favor of Mr. George as man to man. Hardly any man with red blood in his veins does not like to read good political stuff, and every man in Greater New York whose eyes fell on the George ads read them with eagerness.

Now the Seventeenth District is but a small part of the big city, and its voters are but a fraction of the total newspaper audience. But the wisdom of the George managers in using space in all the evening papers, though those who would actually have a say in the choice of Mr. George were confined to the one district, was proved before the third ad had appeared. Hundreds of readers of the ads had friends in the district, and they made it their business to

tell the voters of the Seventeenth how well they liked the principles for which George stood. This was exactly what had been counted on—a moral support that would stiffen the backbones of any who might be just on the fence. It would be safe to say that the election of Mr. George was one of the most popular victories in the city.

In New York City, also, there was an exposition of what *not* to do in political advertising. This was in the campaign for Supreme

### Remarks About The George-Bennet Contest.

No 6

"Yes, of course, the tariff needs revision downward, and we promised to do it. Didn't we do it?" asked Mr. Bennet.

Such is now the defense of standpat Congressmen like Mr. Bennet, who played well their parts as under-studies for the potent Rhode Island Senator, through whom the powerful monopolists of the country manipulated the taxing powers of the United States.

Was there revision downward? Let the now silent voice of Senator Dolliver answer. He on June 13th last, on the Senate floor, said:

"The same year witnessed the events of unusual interest—the discovery of the North Pole by Dr. Cook and the revision of the tariff downward by the senator from Rhode Island (laughter)—each in its way a unique hour, and both promptly presented to the favorable notice of the public by the highest official conservatism." (Laughter.)

Even the mass of statistical sophistry imposed upon the President by the crowd who deceived him into a mild defense of the work of Aldrich could not conceal the fact that such reductions as were made would not affect the living expenses of the people. One reduction is listed as follows:

#### TOMB STONES and other manufactures of marble.

Cheerful thing for Mr. Bennet's constituents in the 17th District to be told not to worry about the cost of living because the cost of being dead will be smaller on account of the reduction in the tariff on tombstones.

Henry George, Jr., Mr. Bennet's opponent, is an upright and able man, unafraid to slap the fetish of "Protection" in the face. His antecedents and character are warrants that he will be true to his pledges to the people.

(These remarks will be continued tomorrow.)

A PARTICULARLY LIVE SERIES.

Court Judge, John J. Delany and Edward B. Whitney being the rival candidates. Several days before the close of the contest an ad appeared in several newspapers asserting that Mr. Delany had the endorsement of the Citizens' Union and of R. Fulton Cutting, an endorsement worth a great deal to a candidate for a judgeship. As a matter of fact, Mr. Cutting had been working for Justice Whitney and the Citizens' Union was deeply interested in his success. But the Delany statement was allowed to go unchallenged until the last minute, and then the ad that was published in all the morning papers to a large degree was highly eulogistic of Mr. Delany. It is reproduced here and will show pretty well that Mr. Pope was more or less right in speaking a century ago of

those who "damn with faint praise."

One aspect of this strengthened movement for publicity on behalf of candidates for public office is reflected particularly in those states where the direct primary obtains. The new law has generally created a multiplicity of candidates, for any legal voter in the township, city, legislative or judicial district, county or state can come out as a candidate for any office on the list if he desires, so long as he gets the requisite number of voters to sign his petition, which designates the party nomination for which he strives. But the cost of having his petition circulated is but the start in his campaign. Every paper in his district, if he is after the nomination for a county office, for instance, will expect him to purchase a space in the "announcement" column, where the names of aspirants and the title of the office in which they would serve appear.

Following this comes the cost of hand-bills and posters and the circular letters which are sent out to the voters. The candidate is also supposed to be legitimate prey for any and all kinds of solicitors for church fairs, country picnics, firemen's conventions, and so on to the end of the list. Between the time of his first announcement of his candidacy and the close of the day of the primary election, which decides which of the aspiring citizens who have come to the front are to go on the general election ticket, the candidate is under levy.

In the campaign which has recently closed in California it is said that the bill-board advertising alone throughout the state for candidates for state office approximated more than a quarter of a million dollars. Some of the candidates were portrayed on great posters that rivaled the most lurid announcements of a coming circus, and the lithographers must have reaped a rich harvest. There was no distinction shown on the part of the bill-posters, either, and frequently the merits of rival candidates for gubernatorial honors were lauded side by side.

New Jersey is another state where the candidates are named by direct primary, and for two weeks before the primaries this

### Whole Truth vs. Half Truths Misleading Delany Advertisement in Yesterday's Newspapers.

The large eleventh-hour advertisement, appearing in yesterday's papers, in favor of John J. Delany's candidacy for the Supreme Court, is misleading because of its omissions. The fact is that the endorsement of the Bar Association quoted in the Delany advertisement was made last year and that in its recommendations this year the Bar Association implied its clear preference for Justice Whitney. Following is the exact text of the resolution adopted at a special meeting of the Bar Association on October 18th, 1910:

"Mr. John J. Delany has heretofore received the endorsement of this association as a candidate for Justice of the Supreme Court and he is again entitled to our consideration. Though recognizing the qualifications of Mr. Delany, we believe, in view of the passing of the resolution in favor of the resolution without regard to party affiliations of judges who have shown their fitness on the bench. THAT ALL FUTURE DELANY NOT UNITE IN THE NOMINATION OF MR. JUSTICE WHITNEY, who has shown himself especially well qualified for the position to which he was appointed."

The quotation of a single sentence from Mr. Cutting's letter of last year fails to disclose the whole truth. The letter was written by Mr. Cutting as an incident to the withdrawal of Mr. Delany's third suit against Mr. Cutting personally, in which Mr. Delany claimed that his personal integrity had been assailed. Mr. Cutting's attitude as to the candidacy of Mr. Delany and Justice Whitney for the office is indicated by the following authorized statement:

"I have a name in New York City. I SHOULD CERTAINLY VOTE THIS YEAR FOR THE ELECTION OF EDWARD B. WHITNEY to succeed himself on the Supreme Court bench. The next year I intend to vote for Justice Whitney's own choice for the bench to be my guide for my election."

E. FLITON CUTTING.

THE CITIZENS' UNION, which mentioned in the Delany advertisement, is opposing Mr. Delany, and together with the Republicans and the Independence League has nominated Justice Whitney and made a campaign in his behalf.

WM. JAY SCHIEFFELIN,  
Chairman Citizens' Union.

### NAILING MISREPRESENTATION.

year and for the same period before the November election, probably a third of all the advertising carried by the newspapers in the larger cities of the state was political advertising. In Newark, especially, space was used in the papers for 'most every office; but those who paid for the space seemed to think that all that was necessary was to present a name and a picture. It proved good business for the newspapers, but gave mighty poor satisfaction to the candidates.

If the recipe for success in politics is publicity, the facts would seem to indicate that it must be publicity of the right sort—and the time may not be far away when the prospective candidate will deem it as important to have a good advertising manager as it has been considered in the past a wise thing to have a manager who "knew the political game."

Frank W. Nye, formerly advertising manager of *The Craftsman*, and later special representative for *The Mothers' Magazine*, is now connected with the New York City soliciting staff of the Butterick Trio. Mr. Nye's connection with the Butterick Company started November 28th.



## Rate Goes Up May 1st.

Owing to the enormous increase in circulation, the

## Southern Ruralist

will advance its advertising rate May 1st. Just how much this advance will be will depend on the circulation at that time. It will not be less than ten cents, and will probably be twenty-five cents per line advance over the present rate, which is now only 50c per line.

### A Bargain for 1911

The old rate of 50c was based on a guaranteed circulation of 125,000. The increase will be pro rata and the circulation reached 137,000 last October.

Until May 1st, when the advance takes place, contracts will be accepted at the old 50c rate, running thru 1911 only. No contracts at this rate will be accepted running into 1912.

If you want a bargain in the largest and best agricultural paper in the South, see that the Southern Ruralist is on your list for 1911. Detailed statement of circulation and sample copy free.

## SOUTHERN RURALIST

20 So. Forsyth St.

Atlanta, Georgia

CHICAGO OFFICE: Taylor & Billingslea, 626 1st Nat. Bank Bldg.;  
NEW YORK OFFICE: Chas. H. Hopkins, 150 Nassau St.;  
ST. LOUIS OFFICE: A. D. McKinney, 3d Nat. Bank Bldg.

## A BIG BANK'S NEWSPAPER CAMPAIGN TO COMMUTERS.

CORN EXCHANGE BANK, NEW YORK, USES OVER 100 NEWSPAPERS TO BUILD BUSINESS WITH COMMUTERS FOR BRANCH BANKS—"HOW," THE BANK'S ADVERTISING DIFFICULTY.

By H. L. Allen.

While it is true that a bank's offerings are limited and that nearly all banks are similar to a degree in respect to the wares carried, it often happens that certain conditions arise that permit a bank to hold a position closely analogous to the ordinary business house. It may have some especial service to offer or it may be that it has planned a new scheme of development.

It is because of such a condition that the ranks of bank advertisers have had added to them the Corn Exchange Bank, of New York. The opening of the new Pennsylvania Station in the city and the great public use of the McAdoo tunnels has opened to the bank, its heads believe, a new and large clientele; and it has gone after this business simply according to the most approved methods of merchandizing, and according to its now-famous policy of branch organization.

The new development as an advertiser has comprehended mainly an appreciation of the increased value of the commuting population because of the improvements mentioned and the solution of how to get the benefit of that increased value. The Corn Exchange Bank has made a bid for the banking patronage of this portion of New York's transient population by the establishment of two new branches at strategic points of the new transit facilities. Through widespread advertising in newspapers in the home towns of its prospective clients it is talking the advantages of using convenient branches of a great bank. Aside from the occasional publication of the financial state-

ment it is the first advertising that has been done by this bank, one of the oldest and biggest in New York City.

The advertising has been going on now for nearly two months, since the opening of the Pennsylvania Station to Long Island Railroad traffic. Newspapers in fifty-five suburban Long Island towns have been used and the papers in fifty New Jersey towns have been recently added to the list. In the case of the former, the copy shows a cut of the new station and in the other instance reproductions of both the Hudson Terminal Branch and the Pennsylvania Station Branch are used.



Hudson Terminal Branch

### Condensed Quarterly Statement

November 10th, 1910

New Assets due depositors \$40,943,278.67

Reserves to meet these Deposits

#### QUICK ASSETS

Cash in New York \$10,528,867.34

Deposits on Call (in New York) \$1,000,000.00

Deposits on Demand (in New York) \$1,000,000.00

Deposits on Demand (in New York) \$1,000,000.00

Deposits on Demand (in New York) \$1,000,000.00

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## The Corn Exchange Bank

PATRONS assured courteous and liberal service in every department.

Business and Personal Accounts invited.

Safe Deposit Vaults at Pennsylvania Station Branch

William A. Nash, President

### Pennsylvania Station Branch



A CONCRETE SUGGESTION OF AVAILABILITY.

The merchandizing idea back of it is, of course, that a large percentage of business men who are commuters could use such banking facilities if they but knew of the ease with which they could stop while on the way to or from their homes.

Percy R. Bromfield, of the P. B. Bromfield Agency, is responsible for enlisting the interest of the Corn Exchange Bank in advertising its branches. Himself a commuter, it occurred to him that many suburban residents felt the

**T**HOSE of our friends among the smaller newspapers who do not maintain Washington correspondents of their own, are invited to make use of the Washington office of Collier's Weekly. Inquiries about pending legislation, questions as to how any Member voted on a particular roll-call, requests for copies of bills, and all similar communications, will be answered promptly and with pleasure. Our undertaking to serve our readers and friends through answering questions about the Government at Washington is practically without limit, except in matters involving prolonged investigation. In these cases we shall always be glad to make suggestions and point out how the desired information can most readily be secured. Write or telegraph

**Collier's Congressional Record**

Munsey Building, Washington, D. C.

need of having a bank account in New York. While many of the towns afforded home banking facilities, it is often felt a check on a New York account would be a great convenience. Because of the necessity of going out of one's way, however, to reach a bank, the matter of convenience very often proved an inconvenience. This was the idea the Corn Exchange heads had in mind in establishing their branches in the commuting centers and Mr. Bromfield asked them to take greater advantage of it.

The commuting zone was studied with thoroughness and the value of the passenger traffic poured by the various railroads into the Hudson Terminal and the new Pennsylvania Station was determined with mathematical exactness. From this study a list of towns was made up that proved to be so worth while that one of the city's largest department stores has asked permission to use it. While it is too early to speak of results from it, it is felt that the advertising has already justified itself.

In this connection, Walter H. Frew, vice-president of the Corn Exchange Bank, explained that it was almost next to impossible to trace results from bank advertising directly.

"I believe," said Mr. Frew, "as do most banking men, that a bank's best method of advertising is its way of doing business. If it is well considered by one man he will tell another and that man will come to us and then send still another. But we can't tell just why and how an account comes to us in this way any more than we could trace most of those that might come to us through the use of newspaper space. The only thing might be that in either case the bank would be steadily forging ahead in deposits.

"It is a brand new thing for us to advertise and, of course, we have something especial to call attention to. Many people say a great deal about the reasons why banks should advertise and the advantages that would accrue from it. But they forget that a

bank hasn't any machinery or textiles of a particular sort to give publicity to. It can only talk about one or two things and one of the best is its reputation for conservatism. But then it is not impossible that that reputation might be absolutely lost merely through one advertisement—I do not mean because of the advertising, but because of what that particular advertisement might say.

"It really isn't at all a question of 'Should banks advertise?' but 'How should banks advertise?'"

The Corn Exchange Bank is one of the largest institutions in the world, with resources of more than \$58,000,000. It was the pioneer in the development of the branch system. At present it operates nineteen branches which cover practically all sections of the city, with its main bank in the heart of the Wall street district.

#### ROCHESTER BUSINESS INSTITUTE TAKES UP ADVERTISING.

The Rochester Business Institute has announced the following list of special lectures for delivery in connection with its evening course in advertising, which started December 6th:

"The Retail Salesman," W. R. Bramley, advertising manager, Sibley, Lindsay & Curr Company; "Advertising Department Organizations," Edward S. Babcox, advertising manager, Yawman and Erbe Mfg. Company; "The Organization and Conduct of the Sales Force," Charles D. Blackmon, Eastern sales manager, Shinola Company; "What to Put Into a Retail Advertisement," W. H. Campbell, advertising manager, Duffy-McInerney Company; "The Psychology of Advertising" (2 lectures), Dr. John F. Forbes, Rochester Business Institute; "The Essentials of Display Advertising Copy," E. St. Elmo Lewis, advertising manager, The Burroughs Adding Machine Co., Detroit, Michigan; "Linking Up the Advertising with the Dealer," N. S. Olds, advertising manager, Stein-Bloch Company; "The Correspondence Department and the Making and Use of the Business Letter," Charles R. Weirs, head of the Correspondence Department, Larkin Co., Buffalo, N. Y.

The Stevens-Davis Company has been formed in Chicago with a capitalization of \$25,000 to do an advertising and printing business. The incorporators are William A. Sheean, William H. Hudson and John H. Erickson.

Dec 24  
4 2 4  
Subscriptions  
need this morning

## *The* INTERNATIONAL STUDIO

receives more money for subscriptions  
(at \$5.00 a year) than any other maga-  
zine having to do with art and the  
decoration of homes, yet—

## ARTS & DECORATION

(each month sells nearly twice as many  
copies (at \$1.80 a year) adding *quantity*  
to *quality*.)

*The increase of advertising in The International Studio  
from 1,700 lines to 18,000 lines per month, during three  
years, is because our advertisers are the kind that last. They  
not only stay, but many of them have doubled and tripled the  
space ordered from year to year.*

**Combination Rate, one page, both Magazines, \$180**

(After February 1, 1911, the rate will be \$200)

Forms close 5th of month preceding

JOHN LANE CO.—ADVERTISING DEPARTMENT—ADAM BUDGE, Inc.

Walter A. Johnson, Manager, 110-114 West 32d Street, New York

## LONDON 'ADVERTISING CLUB'S PROGRESSIVE PLANS.

COMMITTEE FORMED AND PREMISES LEASED—CLUB WILL RE OPEN BEFORE END OF YEAR—THE FIRST PERMANENT ADVERTISING CLUB.

### *Special Correspondence.*

CLUN HOUSE, London, Eng.

Like New York, London has several clubs and societies of advertising men—clubs which dine or smoke a cigar together periodically. But not one of these clubs has a permanent abiding place. All of them get their food and drinks at a hotel or restaurant.

Of course, our oldest club is the Sphinx, affiliated to the Sphinx Club, New York. During eight months in the year the Sphinx has a banquet monthly at the Hotel Cecil, members having the privilege of bringing guests. These dinners are very largely attended, from two to three hundred sitting down; but the Sphinx Club has no home. The Thirty Club, in which I had the honor to serve a year of office as president, limits its membership to the number indicated by its name. It dines monthly from September to June, and has a curious rule that no person can be proposed for membership unless he has dined with the club. But the Thirty Club has no home. The Advertising Managers' Club is an association of the managers of advertised businesses. It meets monthly at the Criterion, except in the summer, but these meetings are not dinners. The club has the use of a room and holds discussions at which advertising men outside the club are sometimes invited to speak. Sometimes an entire club is invited. The Advertising Managers' Club has no home. The Advertising Managers' Association is a society of the advertisement managers of newspapers, and this club is so homeless that I do not even know where it meets. The Incorporated Society of Advertisement Consultants is the nearest thing to an advertising so-

ciety having a home of its own. The registered office of the incorporation is at the offices of the secretary, G. V. Briscoe, 38 Bedford street, Strand; but when the Incorporated Consultants wish to dine, they have to go to a hotel. So far as I know, no American advertising society has a clubhouse of its own either, but I may be uninformed on this particular. If I am right, London is giving you a lead.

For some months my friend, Wareham Smith, advertisement director of the Harmsworth group of publications, has been throwing out what I hope he will not mind my describing as feelers on the subject, designed to ascertain the attitude which would be taken up by advertising men in London towards a real club—one having its own house, its own dining-room, kitchens, billiard rooms and everything handsome about it. If this had been taken in hand by anybody with less energy and vehement initiativeness than Wareham Smith, I should have expected with confidence to hear on my death-bed the murmur of continuous conversation to the effect that something really ought to be done. But that is not this gentleman's way. He accepted the invitation of the Thirty Club to address it at its last dinner on the subject of a clubhouse for all advertising men, and when he got up to speak he had a cut and dried scheme in his hands. He had secured options on a couple of eligible buildings. He had obtained the consent of a bunch of advertising men of prominence and ability, willing to be nominated as a provisional committee. He defined the object and functions of the club to be entirely a social institution. The other clubs all exist to try to do something in the way of educational work or work in the direction of enabling men to lay their heads together and compare notes of their problems. None is purely and admitted social—a good-fellowship institution only. This is nothing to their detriment. The educational discussions of the Thirty Club have

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## Now For 1911

A great many American manufacturers who have trade interests in Canada are planning right now to perfect sales conditions by means of advertising campaigns appealing to the Canadian consumer.

Heretofore, many have had an idea that advertising in the general mediums—the magazines of large circulation published on this side—was all that was necessary to reach the Canadian buyer. This idea, however, has been refuted and proved erroneous as far as getting close to the Canadian public both in numbers and effectiveness.

Even should you advertise in all the leading American magazines, you fall short of reaching the great majority of the prosperous buyers in the small towns and rural districts of the Dominion.

If interested in this territory you need the services and assistance of

### **The Family Herald and Weekly Star**

(Montreal)

This publication is the great weekly magazine newspaper of Canada, and has a circulation exceeding 140,000 copies each issue, delivered from over 97 per cent of the post offices in the Dominion. The rate is 20 cents per line flat. More particulars regarding trade conditions in Canada and **THE FAMILY HERALD AND WEEKLY STAR** on application.

DAN A. CARROLL  
Special Representative  
Tribune Bldg.  
New York City.

W. Y. PERRY  
Special Representative  
First Nat'l Bank Bldg.  
Chicago, Ill.

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been noticeably practical. The club has been addressed by some of the most advanced exponents of advertising, and has discussed no subject that had not a thoroughly practical basis. Much visible result has been traceable to discussions of the Thirty Club. The Advertising Managers' Club does the same sort of thing, and also lends itself to group conferences of an informal character. You can see that a large room filled with men actively engaged in advertising management would easily bring together men who could talk over their troubles with each other and get an immense amount of good out of it. There is another concern called the Advertisers' Protection Society which has a formal basis of pooling information on rates, circulation statements, etc. The Sphinx Club is more purely social in its character than any of the others. It holds debates in the form of after-dinner speeches, but the club is too large, and the attendance too varied to permit of its debates having the same practical character as those of the smaller bodies. It is an institution of enormous value in bringing men acquainted with each other, and the speeches at its banquets are often of a high order. But social work of the kind for which the Sphinx is famous could be very much better served by means of a permanent club always open, instead of only being open once a month and dead all the rest of the time, and one which does not keep a man up until midnight, but enables him to meet his friends or bring a guest for a chop in the middle of the day, for a game of billiards in the evening, or for a chat over a cup of coffee at any hour. No very definite suggestion was made for a title. Wareham Smith suggested that his hearers might amuse themselves by thinking of one. He suggested as a lead the C. O. B. Club—Creators of Business. "You would be called 'Cobs' at first, and then nicknamed the 'Nuts,'" he said. Personally I hope that something more serious will be proposed. The Pub

licity Club would be an excellent name, or possibly the "Ad" Club. I am able to say that the provisional committee has practically settled upon a very fine building close to the Fleet street end of the Strand, having four floors, with ample accommodation for dining-room, smoking and reading rooms, billiard room, kitchens, baths and dressing rooms. Probably the club will be started by a guarantee fund in the shape of debentures. The subscription will be fixed at a strictly moderate figure, and I imagine that members resident out of London will be admitted at a reduced subscription. There will inevitably be a mid-day *table d'hôte* luncheon at a reasonable figure, and one of the suggestions by the promoter of the idea was that the club should have an informal house dinner once a fortnight or so.

If New York has not an advertising men's club with a home of its own the London movement will be suggestive and should provoke emulation. No doubt the day will come when an advertising men's club in New York and our London Club will exchange hospitality, members of each being honorary members of the other. There is no doubt in my mind of the success of the enterprise, and the advertising community owes much to the energy shown by Mr. Wareham Smith, thanks to whom the impression seems to be that the club will be open before the end of the year.

THOMAS RUSSELL.

#### ST. LOUIS LOOKS AHEAD.

The St. Louis Advertising Men's League proposes to launch a "campaign of prosperity." As the city is nearly at the geographical center of the United States it believes that such a campaign may fitly be started there. George H. Maxwell, in an address at a luncheon November 15th, looked ahead and calculated to what extent St. Louis might develop. He said that taking a district fifty miles east, west, south and north of St. Louis one finds an area of 10,000 square miles. Give this territory a population as dense as the Island of Jersey, 1,500 to the square mile, and there will be plenty of room for 15,000,000 people. This, he said, is the measure of the opportunity facing the advertising men of St. Louis.



# The Farmer Who Buys!

Not every farmer in this year of plenty can be made a customer for the best articles offered to the buying public.

There is, however, one kind of farmer who does not carry all of his eggs in one basket; who does not make a specialty of wheat, oats, corn, hay or some farm product, but who, on the other hand, combines grain raising with stock raising, whose crops are seldom failures because he farms with more than ordinary intelligence. Who does not haul his corn to market in a wagon, but drives it there on the hoof.

The farmer who practices mixed husbandry; who makes stock raising the leading feature of his business, is not alone the most intellectual, but almost without exception the moneyed farmer of his neighborhood.

You can reach more of the well-filled-pocket-book-kind through *The Breeder's Gazette* than through any other channel.

*The Gazette* is more than its name implies. It is read by every member of the farmer's household. We shall be pleased to supply convincing evidence on that point.

The publishers will deem it a privilege to mail a specimen copy to anyone interested, who will ask for same.

Average circulation for 1910, 48 weeks ended November 30th, 86,653.

Advertising rate, 50c. a line flat for a circulation of quality.

Kindly address

## THE BREEDER'S GAZETTE

358 DEARBORN ST., CHICAGO, ILL., or

Geo. W. Herbert,  
First National Bank Bldg.  
Chicago, Ill.



Wallace C. Richardson, Inc.  
41 Park Row,  
New York, N. Y.

## SOME NEW LIGHT ON THE PARCELS POST PROJECT.

EXPRESS COMPANIES NOW GETTING ALL THE PROFITABLE SHORT HAULS AND CUTTING MELONS WHILE POST-OFFICE GETS LONG HAULS AND DEFICITS — MAGAZINES USING EXPRESS COMPANIES, TOO.

By Nathan B. Williams.

[EDITORIAL NOTE—Mr. Williams has been giving postal reorganization and parcels post matters special study for several years, in the cause of better mail service. He is a lawyer in Fayetteville, Arkansas, and his treatise on the competition of post-office and express companies was made part of the *Congressional Record* by Senator Gore's presentation of it. This is Senate Document 542, and Congressmen can supply it to constituents.]

The leading thought in the President's message is: Enforce the laws we have rather than enact new or experimental ones.

This fits the parcels post situation most exactly. We have had in this country since its foundation a parcels post system. It is not a new and untried thing. The only thing about it that is yet untried is the effect upon postal revenues and upon business of the enforcement of existing law which prohibits express companies from carrying any letter or packet over a railroad or other post route for hire.

This law was passed in 1848 and as long as it was enforced we had no postal deficits.

It was passed to prevent express company competition with the mails, for, as was said by a Committee of Congress in 1844, private competition in the carriage of mail matter "raises the momentous question, Whether the constitution and laws of the country or a lawless combination of refractory individuals shall triumph?"

The provisions of this law were carried into the New Criminal Code of the United States which became effective January 1, 1910.

If there is any doubt about its meaning anywhere, Congress can

and will make such meaning clear by simply writing in the pending Postal Reorganization Bill the words: "Letter or packet or letter and packet where used in this Act or in other laws relating to the postal service mean all matter which is by law made mailable."

Congress has never failed to take the side of the people when the question was plainly put in any contest between the postal system and the express companies. It will this time be found upon the right side.

Our present four-pound parcels post will, as was lately said by an official of the Government, "deluge the postal department with business and seriously tax its facilities."

Another tip for all concerned. Let us try out our present parcels post before deciding whether we shall abandon the parcels service or extend it. Parcels post has never been tried out in this country and there are many different opinions as to its effects.

The existing laws have been so administered that express company competition has taken all the short-haul profitable parts of this business while the long hauls have been all that was left for the postal service to handle at a necessary loss. This has destroyed the postal average, and the result has been what Congress never intended, that we have postal deficits and fine express company melons.

In 1859 it was proposed to repeal all laws which prevent express companies and others from carrying mails or mail matter, but this Congress refused to do.

The first express company was an idea, a man and a carpet-bag. The first "carpet-bagger" was an expressman. Express companies have ever been "carpet-baggers" in the transportation business or system of this country.

Express company competition is now costing the people of this country at least fifty thousand dollars every day and we have postal deficits rather than a surplus, despite the efforts of the department in economy.

In 1844 it was stated by those competent to judge that express company competition was costing a total of one-third of the revenues of the department; it certainly now costs as much as one-eighth of such revenues, and so this very item of competition amounts to more than twenty-five millions or more than a half-million per week.

A part of this is caused by the great papers and magazines which send out their papers by express at one-half cent per pound, while they send the long hauls by mail at a cent per pound. Thus is the average again destroyed, and in this way papers contribute to the postal deficit.

Here then is the way to reform and at the same time get rid of postal deficits. Enforce the law and practice economy. Enforce and try out our present admirable postal system to its full and legitimate ends under existing law, then will the whole people know of a certainty whether to extend or restrict its operations.

Let the words of President J. Q. Adams as to the use of the postal establishment be remembered: "It embraces the comforts of friendly correspondence, the exchanges of internal traffic, and the lights of the periodical press may be distributed to the remotest corners of the Union at a charge scarcely perceptible to any individual and without the cost of a dollar to the public treasury."

The postal service is a constitutional function of Government and to talk of competition in supplying Governmental functions is like talk of permitting counterfeiters to ply their trade without hindrance or molestation.

Now, all together for the enforcement of existing laws, making them certain where any doubt exists.

C. L. Lux has taken charge of the advertising department of the Jones Piano Company, at Des Moines. The home of Mr. Lux was formerly in Havan, Ill. During the past few years, however, Mr. Lux has been connected with several of the largest piano companies in the country.

## The Golden Northwest for Advertisers

Everything about the Northwest is big—especially its advertising possibilities.

The great Northwest is growing rapidly—are your Northwestern sales keeping pace with this growth?

The West has always been the land of opportunity. To-day the Northwest is the land of golden opportunity to the national advertiser—and his shortest, surest road to it is the

## SEATTLE TIMES

The Times is the fastest growing medium in the fastest growing market in the world. An advertising campaign in the Times will bring results that will surprise you.

Advertise in the Times—create a real demand for your goods in Seattle and the Northwest—and then watch your Northwestern sales grow.

The average circulation of the Times for November, 1910, was

**Daily, - 63,600**

**Sunday, 84,700**

The Times has the largest circulation of any Pacific Coast paper north of San Francisco. And its circulation is the kind that counts.

**TIMES PRINTING CO.**  
SEATTLE, WASH.

The S. C. BECKWITH Special Agency  
Sole Foreign Representatives  
New York Kansas City Chicago

## FITTING COPY TO THE NEWSPAPER AUDIENCE.

SUGGESTION TO NATIONAL ADVERTISERS WHO USE BOTH DAILIES AND MONTHLIES—THE DESIRABLE NEWS INTEREST—EXTRACT FROM ADDRESS BEFORE POOR RICHARD CLUB, NOV. 23.

*By Dan A. Carroll,*

I believe if a little more attention were given to preparing newspaper copy that results would be more satisfactory. You will find a great many advertisers who use general mediums, using practically the same style of copy, half-tones, etc., for their newspaper work. The newspaper audience is quick to see the advantages of an advertised product and is always on the alert for something new. The magazine audience is a thirty-day affair and you can take your time to propound the argument. Then again, the beautiful half-tone effects which look so well in magazines cannot be reproduced effectively in newspapers. Line drawings are much better. I think the best example of newspaper copy is the department store advertising, which is written in a homely vein that hits the nail on the head, and the effect is the response of the buyers who come the next day to buy goods which were advertised the day before. I believe if the newspaper copy of the national advertiser was written in a more homely style with a view of getting closer to

the buyer, following the idea of the retail merchants that the sales from advertising would be considerably increased. I have in mind a well-known national advertiser who is trying out a special newspaper copy plan in Philadelphia and is watching results with keenest interest. Other general advertisers might do well to consider this point.

"Territorial Advertising," can be done with profit to the advertiser and at a comparatively small cost. Now-a-days many general advertisers will take up the general or magazine field first and later consider newspapers. It would seem that this was rather backhanded action. The manufacturer in putting a new product on the market can direct his sales organization to first cover one or two states in which there are a few big cities and can keep in closer touch with the situation than if he tried to cover the whole country at one season. Yet this is done in many cases, and in many cases also the results are slow. I know of an automobile manufacturer who, after establishing branch agencies all over the country put every dollar of the first two years' appropriation in the daily newspapers and sold some 15,000 cars. This was a popular priced car. I know of another manufacturer selling a higher priced car who has done likewise with big results. After the territory was covered pretty thoroughly by newspapers general mediums were used.

# vroom-



## tailor

*Suits, \$45  
Overcoats, \$50  
Dress Suits, \$75*

## Eleven fifty five Broadway

"It is a wise man that will give up an uncertainty for a certainty," said Samuel Johnson. ¶ My garments are not "uncertainties"; they're not "experiments"; not made in a "hit or miss" way. At least that's the opinion of my customers. Ever see any of my work? ¶ Prices begin at \$45.

## UNWARRANTED USE OF NAMES.

Jack Binns, the famous wireless operator, has been granted protection by the courts against the use of his name for advertising purposes. This is a step in the right direction and it is a matter of regret to every true American that similar action has not been taken in regard to our presidents and other distinguished men. What is more disgusting than to see the portrait of the great Washington or the martyred Lincoln adorning some shoddy fake or a bottle of whiskey?—*Wheeling Intelligencer*.

## A "SHOP EARLY" EDITION.

Early in December the Janesville, Wis., *Gazette* issued a "shop early" edition, urging readers to do their buying early and at the same time carrying in the advertising columns offerings of Christmas goods. Merchants were found glad to patronize the paper and by earlier advertising make the Christmas season less of a nightmare to themselves, at the same time deriving a larger business. The *Gazette's* first "shop early" edition was brought out in December, 1909, and its appearance was followed by a marked increase in the early shoppers.

### How a large National Advertising Account was secured

Several Agencies hotly competed for it—with good fellowship, pretty pictures and plenty of cleverness. One Agency consulted my

#### *Advertising Arsenal*

of 65,000 catalogs, booklets, clippings, etc., and thus immediately marshalled definite facts and specific exhibits. They won the day. Name *not* on request. This service is confidential. But my word of honor the story is true. Send for descriptive article from *Business Philosopher*.

**C. R. Lippmann**

*Advertising Consultant  
Advertising Writer*

**37 East 28th Street  
New York**

**Phone, Madison 4499**

## Editorial Strength

### Means Advertising Results



THE COLLEGE WORLD is shoulder to shoulder with the college men of America.

It is their national magazine and is edited by the foremost writers of their favorite subjects.

Therefore it brings strong results to advertisers. Every copy goes into the hands of men and young men who are buyers of first class merchandise.

Tell them your story.

The rates are reasonable.

Investigate for the 1911 campaign.

**COLLEGE WORLD COMPANY**

**1 Madison Avenue, New York**

# The Greatest Selling Force in New England

## Is the Local Daily Newspapers

They average a copy delivered into each home every week-day in the year.

They touch the spot—high, low, medium. Everybody in New England who can read has the newspaper habit.

The great magazines reach one in 50; the Dailies one in 5.

New Englanders are mostly in comfortable circumstances. They have the price to buy. The dealers have learned to hand out what is asked for, so the advertiser gets a square deal.

The cities are closely knit together so a salesman placing the goods has no long jumps.

Use our newspapers for your goods, whether a try-out or an established product.

The New England Dailies always make good.



*Ten Representative New England Dailies—The kind that  
SELL the GOODS.*

<i>New Haven, Ct., Register</i>	<i>Worcester, Mass., Gazette</i>
<i>Meriden, Ct., Record</i>	<i>New Bedford</i> <small>STANDARD AND MERCURY</small>
<i>Portland, Me., Express</i>	<i>Springfield, Mass., Union</i>
<i>Burlington, Vt., Free Press</i>	<i>Lynn, Mass., Item</i>
<i>Waterbury, Ct., Republican</i>	<i>Salem, Mass., News</i>

# ANOTHER ADVERTISER UN- ASHAMED TO BRAND HIS LETTERS "FORM."

SAM HOKE AD-SIGN CO., N. Y.  
NEW YORK, NOV. 12, 1910.

## Editor PRINTERS' INK:

For several years my form letters have contained some feature to indicate that they were form letters, notwithstanding the fact that the printing, fill-in, and (real) signature were made as nearly perfect as the printers could produce.

I enclose an envelope, used more than three years ago, in mailing form letters, on which the "return card" in the corner is worded as follows:—

"This is a deliberate attempt by Sam W. Hoke, of Palisades Park, N. J., to interest you in some of his Good Stuff."

The way I know it has been more than three years ago that this particular envelope was used, is that it has been that long since I have maintained an office at the address carried thereon.

But irrespective of frankness or its lack, the most important thing about a form letter is an *attention-compelling opening paragraph*. With that, it will be read through and will produce as good result as a real personal letter under same conditions. Yours very truly,  
SAM W. HOKE.

## PRESIDENT SHAUGHNESSY DE- SIGNS CALENDAR.

Sir Thomas Shaughnessy, president of the Canadian Pacific Railway Company, believes so firmly in the efficacy of calendars as an advertising medium that he himself has designed the one which will be distributed by his company for next year. Its feature is a colored representation of the entire fleet of the Canadian Pacific, a collection of sixty-seven vessels, which is more formidable than most of the navies of the smaller nations. If placed stem to stern the ships would form a line three and one-half miles in length, and their combined yearly mileage is equal to fifty-seven trips around the world. The picture is an effective reminder of the commercial importance of Canada.

A club to be known as the Town Criers was organized at an enthusiastic meeting of the leading business men of Fargo, N. D., last week. This organization is the outcome of the unusual interest in advertising which has been felt in the town for some time.

## THOMAS BALMER ADDRESSES ST. LOUIS AD. MEN'S LEAGUE.

"How to Reach 70,000,000 People" was the subject of a talk at the regular luncheon of the St. Louis Advertising Men's League at the American Hotel, St. Louis, November 22, by Thomas Balmer, advertising director of the *Woman's World* of Chicago. Eighty members of the league attended the dinner. In the absence of the president, I. H. Sawyer, Vice-President G. W. Mogelberg presided.

# Maine's Premier Daily

Portland is Maine's wealthiest city. The constituency of the Portland Express demands a good paper—and the Express gives it to them!

The news of Portland and vicinity is covered by the largest staff of reporters employed on any Maine paper.

The fullest Telegraphic reports; the best financial News; Marine News.

# Portland Express

JULIUS MATHEWS, Representative

## THE BOYS' MAGAZINE

is unquestionably the finest boys' publication in America. You will agree with us after you have seen a copy. A postal brings it to you.

### RATES

Per agate line.....\$ .25  
Per inch (14 lines).. 3.50  
One-fourth page (180 lines) ..... 37.50  
One-half page (360 lines) ..... 75.00  
One page (720 lines) 150.00

Forms for the February issue close on December 26th.

\$1.00 a year.

On all news-stands 10c.

THE SCOTT F. REDFIELD  
COMPANY, Publishers  
SMETHPORT, PENN.



## THE OPPORTUNITIES FOR ADVERTISING POSTAL SERVICE.

PROMOTING A KNOWLEDGE OF WHAT THE POST-OFFICE HAS TO SELL. ADVERTISING OF FACILITIES UNKNOWN TO THE PUBLIC—HOW A REAL BUSINESS MANAGER COULD INCREASE POSTAL RECEIPTS BY ADVERTISING—ADDRESS AT POST-OFFICE EMPLOYEES' MEETING.

*By Daniel P. Cahill,*  
Of the Chicago Post Office.

The postal service offers a peculiarly inviting field for the exercise of genuine salesmanship. The field is practically unworked, for heretofore the official mind has looked askance at the idea that the post-office is primarily a business institution, subject to pretty much the same influences that effect all other business organizations.

No one can be more interested in improving the postal service than the men and women who are doing its work every day. Salesmanship is a method of bringing this about, and the man in the front office is the man who has more to do with it than anyone else. He is the post-office, so far as its relations with the average citizen are concerned.

Public corporations that are practical monopolies, such as the gas and electric companies, the telephone and telegraph companies and the street car companies advertise because the wider the knowledge of their business the larger the profits they reap.

What applies to the public corporations also applies to the postal service. Only a small proportion of the public knows anything of the service we offer, and it is the business of the salesman to make the facts known.

Supposing we bring in the question of stamped envelopes as a postal case in point. Don't you think that if people generally understood their points of value they would have a very much larger sale? A salesman could make a fine talk on stamped envelopes to a possible customer.

The man in the front office, of course, has no present means of displaying his goods, and as the post-office doesn't advertise its product where the public can see the ads, only a few people ever find out what we have for sale. But suppose we should utilize the excellent front windows with which every station is provided and place therein a neat case covered with glass in which samples of our envelopes and wrappers, ticketed to show their particular use and their price, were exposed to view, isn't it reasonable to feel that we would soon create a demand for them?

This would be the advertising side of salesmanship.

Besides supplies we have certain utilities to sell such as special delivery and registration, and money orders, not forgetting the six-cent coupon which has the virtue of turning itself into foreign postage in lands thousands of miles away.

There is another feature of the service, that if pushed, would yield considerable revenue. There is no reason why the smaller parcels containing merchandise should always bear the fourth-class rate of postage. Parcels could very well be sealed against inspection and go as letter mail.

The money order clerk can also be a salesman of a high order of capacity. Why can't the money order be advertised? The express orders and travelers' checks are.

Assuming for the sake of discussion that the postal service should be organized on the lines of business and salesmanship, might not we see our postmasters transformed into "general managers of postal districts?" And then supposing that these general managers were given wider latitude in respect to expenditures and the adjustment of the local service to actual conditions, holding confidence and authority as long as the results were satisfactory, subject, of course, to the general law, should we not then be in a position to maintain the post-office on a business basis?

Under this system every post-office would have sales and ad-

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vertising departments. The sales manager having studied the situation would suggest to the mailing division the organization and training of a staff of men competent to go out on the street and get all the business that the post office is organized to transact. Show this merchant, he would say, how he can get better and cheaper service by sending his merchandise by mail, explain to the other merchant, how the office will arrange to pick up his package by wagon at certain times in the day, or that if he will bear part of the expense we will deliver his mail by pneumatic tube and take his outgoing letters in the same way.

To the station superintendent this mythical manager would say: "You have charge of two square miles of city in which there are hundreds of factories and wholesale houses. We are not getting all the business we are entitled to; get busy and see these people; find out why they are not using the mails more; why they are not buying our stamped envelopes and wrappers; why they are not sending their mail to the station, or if we can arrange to send for it; why they are buying their stamps at other post-offices. Let me know the result promptly and we'll arrange a plan to get their trade."

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#### RURAL PUBLICATIONS TO BE SOLD BY RECEIVER.

Judge A. S. Van Valkenburgh, of the Federal Court, Kansas City, Mo., instructed Frank I. Moore, receiver for the Home Friend Publishing Company, to sell at public auction, December 21, the property of the company. The Home Friend Publishing Company is located at Kansas City and publishes two rural publications, *The Home Friend* and *The Woman's Home Journal*. Bankruptcy proceedings were filed the early part of November.

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The annual convention of the salesmen of the National Enameling Company of Milwaukee was held in St. Louis December 14 and 15. The chief speakers of the convention were E. St. Elmo Lewis, of the Burroughs Adding Machine Company, and James Wood Pogue, of the Sheldon School, New York.

## All that a paper ought to be!

Largest and Best Paper.  
Largest and Best Circulation.  
Largest and Best News Staff.  
Largest and Best Advertising  
patronage.  
Largest and Best Classified  
Columns.

## New Haven (Conn.) Register

JULIUS MATHEWS, Representative

### November Advertising Gain

In November, 1910, advertising in The Chicago Record-Herald.

### Gained 218 Columns

Over November, 1909, exceeding all previous records for November in the history of the paper.

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**The Chicago Record-Herald**  
New York Office: 437 Fifth Ave.

## NEW MOVES IN THE JOBBER-EXTERMINATION WAR.

HARDWARE DEALERS FORM A BUYING COMBINE—THE GENERAL FEELING FOR DIRECT DEALING IN MANY LINES—THE VACILLATING DEALER—A GAS-BURNER MAKER'S EXPERIENCE.

The formation, in Pittsburg, of the American Hardware and Supply Company is the latest endeavor made by retailers to remedy the defects of a jobber-ridden situation. The new concern is composed of stockholders who are also retail hardware dealers in Pennsylvania and the surrounding states. Its object is to become practically a syndicate buyer for its stockholders and to supply retailer's needs at an advance over the manufacturer's price that will entail a saving of from thirteen to fifteen per cent. The new organization is similar to associations that have sprung up in the grocery trade in many states.

In the hardware business itself this process of combination is but an enlargement of the schemes that have already been put in operation in Philadelphia, Buffalo and Boston. Its greatest significance lies in its added evidence that the hardware dealers of the entire country are more than a little discontented with the existing state of affairs. One retailer voiced the conviction of a large proportion of his fellows when he said—"The time is ripe, and I believe it is necessary to make a progressive change of methods of distribution." The retailer and the jobber may seldom be called "two souls with but a single thought" and the added fact that many retailers feel that they have a most unmistakable grievance against the jobbers might well warrant the conclusion that these movements toward co-operative buying are directly calculated to oust the jobber.

It is the firm belief of many dealers that any discrimination in prices that has been made has *not*

been in their favor. Catalogue and supply houses have received concessions due to quantity buying and are also able in many cases to deal directly with the manufacturers, making better terms than many of the jobbers themselves. These two methods of handling hardware together with the jobber who also conducts a retail department are responsible for the large holes that have been eaten in the retailer's profits. When to these one adds the five and ten cent store, whose operations often assume the proportions of a small catalogue house, there is formed a combination of competition that covers practically the entire field of the retail merchant. The sunny house bids for the heavy end by supplying contractors and builders, engineers and general construction operators; while the others absorb a large part of the "over the counter" trade that the retailer feels to be legitimately his.

To offset this pressure in the counter trade department some local dealers have introduced five and ten cent counters as advertising features and have sent out catalogues of their stock to lists covering their immediate territory. In spite of these attempts, the ability of their large-buying competitors to undersell them has been a permanent and irremediable handicap.

Some manufacturers are inclined to blame a good deal of the responsibility for the upset state of affairs on the retailer himself. The sales manager of a big hardware specialty house said a few days ago—"The retailer doesn't know what he wants. Firms that have distributing agents in different parts of the country are always meeting this problem. A well-known concern that has such an agent in Portland, Ore., found itself up against one of the vagaries of the retailer when it informed a Californian customer that goods should be purchased from this agent at the manufacturer's price. The Californian went up in the air in a minute. He refused to believe that the Portland man was not a

jobber. If the firm could sell to him at a jobber's price it should do as well by a Californian buyer. No explanation could shake this idea, and when the manufacturer remained firm in his refusal the retailer abandoned the line entirely.

"I have, personally, found the retailer apt to vacillate according to the last influence that has been at work upon him. When approached with an advertised brand he will shrug his shoulders wisely and say—"I don't feel inclined to pay for that advertising. The profit margin's too small to make it worth my while." Go to him and tell him "We're going to give you fellows all of this—no expenditure for advertising" and he'll say—"Nothing doing. There'll be no demand for that."

Another manufacturer was not at all averse to airing his disgust at the short-sightedness of the jobbers. "In too many cases, he says, the jobber is a mere hand-out-of-packages; if someone happens to demand them. The jobbers in the hardware business have managed to retain their hold only because they *do* serve a real purpose in the mechanism of distribution. It's evident that the dealers have no deep love for them and they have been pretty surely making their own funeral arrangements with a whole lot of manufacturers. We have no way of controlling them. If we sell them an article at ten dollars per dozen with the understanding that they will supply the retailer at twelve dollars, we're pretty sure to find a few selling at eleven in about a month. If we come down to nine so that they can sell at eleven, it's a safe bet that they'll reduce to ten. Of course, the manufacturer of an established article can afford to hand out summary justice to the inconstant jobber. A firm that markets a patented gas-burner discovered that a certain motor car manufacturing company was securing its burners at a price almost as low as its own best prices to jobbers. A little investigation found the delinquent jobber and his supply was immediately cut off."

## Again!

During the month of November the EVENING GAZETTE again carried the most week-day advertising (the Gazette has no Sunday) of any WORCESTER Daily, leading its evening competitor by more than Eight Thousand (8,000) inches!

**For Worcester  
(Mass.)**

## The Gazette

Largest Evening Circulation!  
Produces most Results!  
Therefore—Largest Patronage!

*JULIUS MATHEWS, Representative*

## Printers' Ink

at \$5 for 3  
years is an  
exceptional  
bargain for  
Advertisers

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5201 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. A. D. MCKINNEY, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1501 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERRACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

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New York, Dec. 15, 1910.

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## The Proposed Tax on Advertising

Two passages in President Taft's message to Congress are of particular interest to the advertising world. The first relates to the second-class postal matter. The exact wording of one of the President's sentences may be regarded as significant. "It has been said by the Postmaster-General that a fair adjustment might be made under which the advertising part of the magazine should be charged for at a different and higher rate from that of the reading matter."

Note the tentative character of this passage. The President does not himself assume responsibility for the soundness of the idea. He merely states it is a suggestion from the Postmaster-General. Furthermore, the use of the word "might" indicates that even the Postmaster-General is not strongly committed to the plan. It seems that the proposition shapes itself up in the minds of the administration as a matter worth consider-

ing, but not necessarily as the logical and best solution of the question.

The other passage in the message to which attention is particularly directed in connection with the entire postal problem is as follows:

"The method of impartial scientific study by experts as a preliminary to legislation, which I hope to see ultimately adopted as a fixed national policy with respect to the tariff, rivers and harbors, waterways and public buildings, is also being pursued by the non-partisan monetary commission of Congress."

Why are not the vast publishing and advertising industries quite as worthy of "impartial scientific study by experts as a preliminary to legislation" as, for example, the waterways and public buildings? As has been previously pointed out in *PRINTERS' INK*, there are serious practical difficulties in the way of charging different postal rates on advertising and reading matter. Imagine clerks in the Post Office Department attempting to classify the twenty thousand odd publications in the United States as between "magazines" and "newspapers!" Imagine their difficulties in attempting to decide what is reading matter and what is advertising! Questions would come up daily which would challenge the best thought of a Supreme Court judge. Are such matters to be committed to the immature judgment of a meager-salaried clerk with the certainty that great injustice will be done important business interests?

The efficient administration of the Post-Office calls for greater simplicity in handling details. Further complexity or opportunity for misunderstanding and disputes would be deplorable.

Such a method of "impartial scientific study by experts as a preliminary to legislation" as the President recommends will surely result in the shelving of the proposal to charge differing postal rates on advertisements and reading matter—on magazines and newspapers.

### Brandeis and Selling System

With cheerful optimism and with rather direct inconsistency, Louis Brandeis (now conducting the shippers' case against railway freight rate increase) has included in his budget of possible railway cost reductions the matter of advertising. On the one hand he cites the Santa Fe Railway as an example of a road using scientific systems of efficiency, and on the other hand he places the item of advertising as one possible of elimination, despite the fact that the self-same highly efficient Santa Fe Railway spends \$900,000 a year in advertising and has very tangible evidence of results. It must be that, evident as is his keen knowledge of production system, selling system, nevertheless, is still something of a closed book to him. Yet advertising expenditure and its justification can be described in the same terms of higher efficiency which Mr. Brandeis knows so well—the application of *economical system* to selling, which has for generations been as old-fashioned in method as the construction activities of many railways. What once was done by the tediously slow and uncertain factor of personal salesmen in the colonization of lands and the upbuilding of new communities is now being done by the Santa Fe and at a much less cost per unit than any other method ever tried. Further, it gives a service to colonists and manufacturers through its advertised bureaus of information which no other railway not advertising has ever offered the public.

Surely such methods of economy as this and such methods of developing travel and passenger service and serving the public as are used by other capably advertised roads, must appeal to Mr. Brandeis himself when correctly presented. In listing advertising as among extravagances he is simply following the process of mind common to those who have not studied selling costs.

The continually out-cropping

failure to comprehend the full nature of advertising was further demonstrated at the Inter-state Commerce Commission shipping trial. Charles L. Swarts, a St. Louis shoe wholesaler, was on the stand the other week. He showed that the projected advance of 17 cents per hundredweight on shoe freight would figure down to five mills per pair. He said that this would make a difference of \$53,000 per annum to St. Louis shoe manufacturers, and that the way it would be met would be to put on the market a new inferior shoe having the selling price of some standard grade, and this shoe would then be advertised thoroughly "and the consumer thus required to meet the difference."

If this shoe man really believes that advertising will float an inferior shoe, a kind friend should advise him in time lest he unnecessarily make himself into a bankrupt. Neither makers of shoes nor of any other thing can, during ten years (the time which the courts have decided in trademark law gives *prima facie* evidence of quality to an advertised article) succeed in maintaining their misrepresentation. The public will not for ten whole years buy inferior shoes at the price of standard shoes. And the cleverest advertising on earth will not avail them any.

Evidently not only lawyers but wholesalers need to become acquainted with the real nature of advertising.

### New Industries Seeking the Advertising Panacea

One by one the industries of the country still doing business wholly by the old methods, reach the point of dubious inquiry into the status of supply and demand in their field, and investigate the panacea they hear talked of on all sides—advertising.

Recently, at the convention of steam laundry men at Richmond, the executive committee was instructed to get in touch with advertising agencies with a view to

the organization and handling of a \$75,000 national publicity campaign, educating housewives in the matter of steam laundries. Members of the committee met Chicago advertising agency men recently and exhibited the greatest earnestness. They believe that too many housewives fail to appreciate the economy of giving the family washing to a steam laundry. Their big power plants, in which millions of capital are tied up, are declared capable of handling much more work, and it is proposed to use newspaper advertising widely to discuss laundering in general with housewives.

A widely different sort of a business has reached the same general conclusions, many miles away. The citrus fruit growers of the Gulf Coast and Rio Grande Valley region have recently organized at Kingsville, Texas, into a sales company to market oranges. Differences between two separate growers' organizations have been adjusted and a merger completed, and it is now proposed to adopt uniform packages for orange shipments and uniform advertising efforts for the common good.

What these orange growers may be able to accomplish may be significantly predicated by parallel in the new Government statistics regarding the pineapple canning industry in Hawaii. Not a single shipment was reported in the census of 1899, but the census of 1909 reports 10 with a capital of \$2,150,000; gross value of products, \$1,591,000, with 853 people employed.

The "advertising panacea" may be relied upon with too religious faith, and those who counsel either the citrus men or the laundry men should endeavor, for the best interests of the prospective advertisers, as well as advertising men, that advertising is not an ambulance surgeon or voodoo miracle performer. Most careful work and united backing must be given these co-operative measures of recrudescence before success can be expected.

### Old Publications and the New Circulation Idea

Modern circulation policies seem to be in the air. Within the past year two such securely famous class publications as *The Iron Age* and the *Scientific American* have abandoned repressive circulation policies which had characterized them since their very beginning, and have come out with voluntary sworn statements of net circulation as a continuous policy.

Now comes another old-time publication with somewhat of national fame, this time a newspaper, with a voluntarily declared policy of quoting paid circulation. The *Baltimore Sun* on December 1st announced editorially that circulation figures would be found hereafter on the first page of both the morning and evening paper. It also stated:

In publishing circulation details *The Sun* adopts the paid-for-in-cash basis for this reason: These are the only figures that furnish their own guarantee of accuracy. It is true that there is other circulation valuable to the advertiser. The copies distributed to employees, to exchanges and to advertisers themselves are perfectly good papers for advertising results. But if any papers that are not paid for are counted in circulation, there is no limit, except ability to pay for white paper, to the number of papers that may be distributed and claimed as circulation. Papers may be printed and sent out on delivery wagons and never come back in the shape of "returns," although they may never reach the hands or come under the eye of readers.

The term "net circulation" may cover a multitude of "returns," but money talks in circulation as in other things. Anybody with a pencil and a piece of paper and an elementary knowledge of arithmetic can divide the amount received by a newspaper for circulation by the price per copy and get a result that can be thoroughly verified and proved up.

Few publications have ever made such a forcible presentation as this of the "true inwardness" of circulation. More widespread acceptance of this principle will come just as fast as publishers realize how it will benefit them. Such realization usually comes by degrees, and PRINTERS' INK believes from observation that many other newspapers are pretty close to making declarations similar to the *Sun's*.



Tear a page at random from the Social Register or Dun's or Bradstreet's—check the names of the most likely prospects for your advertising—and you have made a list of subscribers to

## HARPER'S MAGAZINE

## 260 NEWSPAPERS GIVE PRESS AGENTS THE MITTEN.

The American Newspaper Publishers' Association sent out the other week an announcement to the various press agents and publicity "sources" of the country a significant declaration of independence. It read:

The large number of requests for free publication has become such an abuse that you are hereby notified that the following members of this Association ask that you discontinue making any further requests for the publication of reading notices or other free publicity in the columns of their publications.

This declaration was signed by 260 of the leading newspapers of the country, and is a further step in the now determined and co-operative movement against press agents of every kind, who, as **PRINTERS' INK** has been pointing out for several years, have been undermining the display advertising columns of newspapers by putting a premium on publicity cleverness.

## WILLIAM LORUENSER DIES SUDDENLY.

William Loruenser, manager of A. A. Vantine & Co., died at his home in Mount Vernon, N. Y., on December 9th. Mr. Loruenser, at the time of his death had been for five years secretary of the Sphinx Club and was known personally to practically every advertising man in Greater New York and to many throughout the country. He retired in his usual health on Thursday night. Heart failure was the cause of death, which came before dawn on Friday morning.

His exceptionally wide circle of acquaintances will be shocked and grieved on learning of his death; for, as one of his colleagues says, "in these days of hurrying trade he was primarily a gentle man."

Starting as a boy in Ridley's on Grand street, New York, he made of himself a man fit to be the manager of a great artistic business; a man big in heart, without a trace of animosity or jealousy;

a man of whom one never heard an unkind word uttered.

The following resolutions of condolence have been passed by the Sphinx Club.

WHEREAS, The members of the Sphinx Club have been shocked and grieved by the sudden and untimely death of our beloved friend and esteemed secretary, William Loruenser, who has served our club as secretary for five years, and by his activity and enthusiasm in our work for twelve years has been an inspiration to the entire membership, and

WHEREAS, We wish to publicly express and record our appreciation of his work and our love for such a friend; it is therefore

Resolved, That we deeply deplore the death of one who has always been with us; one foremost in carrying on the work of our organization; one who thought so little of the burden which he carried for us and so much about the success of the Club and the individual good of the membership. And while expressing our own deep sorrow at his passing from us, we tender to his bereaved family our heartfelt sympathy and condolence, in their great affliction, with the assurance that the name of William Loruenser will live among us as a pleasant memory as long as our Club membership endures.

Resolved, That these resolutions be spread upon the minutes of the Sphinx Club, the first following those written by his own hand, and that a copy thereof be transmitted to the bereaved family.

W. R. LOTCHKIN, President.  
GEORGE B. VAN CLEVE, Vice-President.  
R. F. R. HUNTSMAN, Treasurer.

## HINCKLEY JOINS N. W. AYER & SON.

Arthur H. Hinckley, of Brooklyn, for many years with the Lewis Publishing Company as Eastern manager, and then as chief of that company's foreign advertising department, has joined the New York office of N. W. Ayer & Son.

Mr. Hinckley, because of his long experience and wide acquaintance, is considered an important addition to the forces of N. W. Ayer & Son.

## "BREEDERS' SPECIAL" NOW A CAPPER PUBLICATION.

Arthur Capper, of Topeka, announces that he has purchased the *Breeders' Special*, of Kansas City. It will be consolidated at once with one of the "Capper publications," the *Missouri Ruralist*, purchased in June, 1910, by Mr. Capper and published at Sedalia, Mo. The *Missouri Ruralist* has been removed to Kansas City. Its circulation will be confined as far as possible to Missouri. The *Breeders' Special* was established four years ago and has since been recognized as one of the leading live stock papers of the country.

## PHILADELPHIA AFTER FOREIGN BUSINESS.

Ten thousand copies of "Textile Industries of Philadelphia," a book compiled by the authorities of the Commercial Museum, are being mailed to every foreign land with the view of exploiting the textile industries of Philadelphia. The book gives the names and addresses of nearly 900 Philadelphia manufacturing plants, which are divided into the various grades of products manufactured.

These books are being mailed to every foreign chamber of commerce, to every American Consul and to all the leading boards of trade and chambers of commerce in South America as well as in this country.

## EDUCATING RETAIL SHOE SALESMEN.

In its issue for November, *The Shoeman*, a trade paper published by the Arthur L. Evens Company, of Boston, announces its first birthday.

One of the most interesting features of *The Shoeman* is its "Educational Training Course for Retail Shoe Salesmen." The November number contains the eight lesson of a course that is to continue through a period of at least two years, and is to cover every aspect and phase of retail shoe merchandising. These lessons are of the nature of a correspondence course—without the fees.

## NATIONAL GAS ASSOCIATION MEETS IN BOSTON.

During the week of December 5th the annual convention of the National Commercial Gas Association was held in Boston. The association devoted special attention this year to problems of selling and advertising.

Rockford, Ill., has formed the Rockford Advertising Association with a membership of 500 business men. Officers were elected December 1st, when Victor M. Johnson, of Chicago, spoke and emphasized the nature of the opportunity now confronting the organization. Other speakers were W. A. Woods, general western manager of the Street Railway Advertising Company; W. A. Boyd, western manager for the Curtis Publishing Company, and F. H. Ralston, western manager of the Butterick Trio.

The Cahill-Igloe Advertising service has been established in Chicago. Cahill-Igloe Company, a Chicago printing firm, and Flint McNaughton are the incorporators. Flint McNaughton has for several years had charge of the follow-up publicity of the White Company, manufacturers of automobiles, of Cleveland, O. Offices have been established in the Brock & Rankin Building, La Salle and Harrison streets.

# George Batten Company

## Advertising

381 Fourth Avenue, New York

**H**AVE opening for an additional service and copy man who measures up to their standard.

Application must be made *in writing only* and will be held in strict confidence. Letter must state age and full experience; must give references and some samples of work actually created by applicant, which will be returned. State also the salary desired.

## Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

**CATALOGUE INSURANCE.** Booklet of sixteen pages, printed for themselves by R. R. Donnelley & Sons Co., Lakeside Press, Chicago.

An unusually good example of indirect argument for patronage. This pamphlet, evidently only one of a series of "follow-ups," is sent to firms depending in some degree for sales upon their catalogues, and the writer asks these firms: "Is it not worth while to consider the point of fire protection in placing your next catalogue contract?" To give strength to this appeal, the booklet explains how an efficient "fire-curtain" protects the Lakeside Press, making fire a remote possibility and pointedly suggests that a house selling by catalogues is foolish to run the risk of having its business seriously harmed by putting its contract into a print shop that is poorly protected. The experience of a large mercantile house in Chicago is recalled; the printing house in which its nearly finished catalogue was stored burned with all contents, leaving the mercantile house with no catalogue for a period of months. There is practically nothing about the kind of printing the Lakeside Press does.

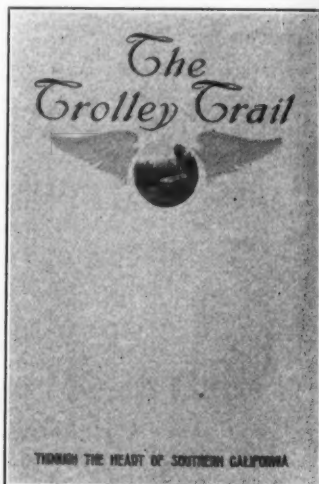
**ONYX SILK HOSE FOR WOMEN.** Booklet in color with thirty-two pages and cover. Printed for Lord & Taylor by the American Litho. Co., N. Y.

The dispassionate observer is here given an opportunity of deciding whether he likes the famous "Onyx display," which shows the stocking as being actually worn, or prefers the picture of hose printed without the suggestion of a wearer. Both styles of illustration are effectively shown. By adopting both styles, Lord & Taylor avoid taking sides on the question, discussed among textile advertisers, whether it is better to show the fabric upon the human form or whether there is more sales force in displaying the

fabric alone, thus centering the customer's attention solely upon the article he may buy.

**THE TROLLEY TRAIL:** Through the Heart of Southern California. Booklet of thirty-two pages and ornamental cover, illustrated profusely with halftones and page decorations. Printed by Geo. Rice & Sons, Los Angeles, for the Pacific Electric Railway Company, Los Angeles.

Interesting because this demonstrates that trolleys can do some very effective advertising and because this booklet is, in conception and execution, something which the Coast may be proud of. Its appearance yields nothing to the best productions of Eastern



presses. "The Trolley Trail" performs the double purpose of advertising a consolidation of trolley lines and of booming, in a new way, the scenic resources of a community. The trolley seat viewpoint is distinctly refreshing after one has been treated multi-

## How Much Is a Buyer's Friendship Worth to You?



Would you give from 30c. to \$1 to have him favorably reminded of you many times a day?

### A 14-Kt. Solid Gold Diamond Point Fountain Pen

with your name on the holder, will clinch his friendship and serve to remind him of you hourly. Will you look into it far enough to sense its value by writing for samples?

**DIAMOND POINT PEN COMPANY, 88 E. Fulton Street, New York**

## Will Build for Publisher

241-245 West 37th St., between 7th and 8th Aves.

**W**ILL erect a 12-story fireproof building on plot 75 x 100 feet. Heavy construction, to suit tenant and rent for 21 years on net lease. Directly opposite McCall Building

**I. Randolph Jacobs & Co. (Owners), 160 Broadway**



**I**F you will compare ALEXIS BOND with the best in business stationery that any other mill produces, you will understand how high our second best paper ranks, and also why our best, STRATHMORE PARCHMENT, the best bond paper made, is so far beyond comparison with other business writing papers.

We will include samples of Alexis when sending the Strathmore Parchment "Test Book"—if your paper house can't furnish you.

**THE MITTINEAGUE PAPER COMPANY**

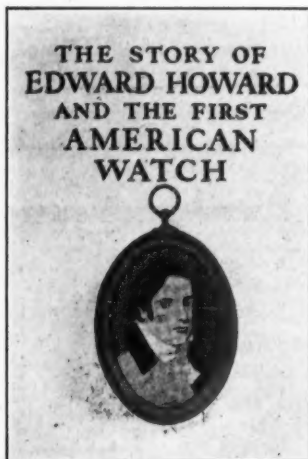
*The "Strathmore Quality" Mills*

**MITTINEAGUE, MASS., U. S. A.**

tuously to the Pullman seat viewpoint. Southern California communities that are advertising may advantageously adopt this piece of literature.

1911 CORREJA. Booklet of sixteen pages and colored cover, printed for the Correja Motor Car Co., New York. Mostly mechanical in its selling argument.

The first paragraph in a booklet determines often the mental attitude of the reader toward the following argument. It is debatable whether it is wise to suggest the difficulty of making a choice of a car as does the beginning of the Correja booklet, which is as follows: "In these times when 'in the making of automobiles there is no end,' he who is contemplating the purchase of a car is indeed beset with difficulties. There are so many excellent models on the



market, each with its own particular advantages, that he is wise who can weigh the merits of each and make his own decision unbiased by all attempts to influence him." Why thus discount the paragraphs that follow this statement and that *do* try to influence the buyer?

THE STORY OF EDWARD HOWARD AND THE FIRST AMERICAN WATCH. Booklet of twenty-four pages and cover, printed for the E. Howard Watch Works, Bos-

ton. Illustrated by two illustrations in color from old paintings.

Manufacturers who really have a story to tell of how their business grew through trials to final firm establishment will find profit in reading this pamphlet. The beginning is in 1829 and the story of Edward Howard's struggle to realize his ideals is graphically told, with that quality which book ad writers term "grip." One who, having answered a Howard watch ad, receives this narrative, among a number of other pieces of literature advertising the watch, must be impressed favorably toward the whole advertising argument which the Howard Watch Company makes.

#### PRIZE OFFER SECURES VALUABLE WINDOW DISPLAYS FOR HOWARD WATCH.

Some weeks ago the Ball Watch Company, of Cleveland, Ohio, offered to their customers in the retail jewelry trade three cash prizes of \$50, \$30 and \$20 for the best window displays of Howard Watches.

The conditions were very simply: merely that the Howard watch should be the main feature of the displays; and that photographs of the windows were to be submitted from which the awards were to be made.

Several hundred jewelers in all sections of the country took part in the contest and submitted photographs of the displays, many of which showed remarkable originality in their effective use of the watches. Splendid use was made of Howard window cards in color, and other booklets and advertising matter which are published by the Howard Company for the use of retail jewelers.

Display advertising was being used in some of the leading national magazines at the time of this contest and many jewelers tied up to this national campaign in a local way by doing local advertising, stating that the Howard display could be seen in their windows.

Reports sent in with the photographs showed most satisfactory sales in all quarters and the company feels that the contest was of great value to them.

The following awards were made: J. Schmelzer, Centralia, Ill., first prize; S. Zausmer, Waverly, N. Y., second prize; H. L. Wehrly, Garrett, Ind., third prize; P. H. Seewald, Amarillo, Tex., honorable mention; T. C. Herrick, Conneaut, O., honorable mention; B. H. Jacobs, Atchison, Kan., honorable mention; Walker & Harner, Hillsboro, Tex., honorable mention.

C. W. Stevens will hereafter represent *Collier's Weekly* in Philadelphia and Southern territory as successor to H. R. Reed, who resigned to become advertising manager of the *Christian Herald*.

## Let Us Make Your Advertising Plates

We make all kinds of plates—electros, stereotypes, nickeltypes and mats, and guarantee every plate to be perfect before it leaves any of our factories.

We save you from 25% to 50% of your plate bill by manufacturing and shipping from our different plants.

Let us send you detailed information as to how we can save you money.

### United States Electrotpe & Stereotype Co.

Main Office, 45 West 34th St., New York

Phone 6635 Murray Hill

New York, N.Y.  
New Haven, Conn.

San Francisco, Cal.

Chicago, Ill.  
Nashville, Tenn.

## THE POWER OF LETTERS

LETTERS of the right kind, sent to the right class are clever diplomatic salesmen. Through letters exclusively we have successfully sold:

Merchandise. Businesses. Stocks, bonds and mortgages. Real Estate and farm lands. Timber lands, Quarries and Mines. Lots. Patents, Services and Instruction.

Through letters exclusively we have arranged: Partnerships, Underwriting Syndicates, Industrial Interests, etc., etc. Our practical experience has demonstrated that—

*Anything that can be sold by mail can be sold by mail.*

Remember that a thousand good letters are equivalent to a thousand interviews. You can send out a thousand such salesmen overnight. They will reach men salesmen could not reach.

We know how to set about INTERESTING people in what you have. Suppose you talk it over. That costs nothing and may lead to something.

**The Business Development Company of America**

"Writers of Letters that Pull"

119 NASSAU STREET, NEW YORK Phone 5374 Cortland

Send for "Business Building by Correspondence."

**1847 ROGERS BROS.** X 5  
TRIPLE

"Silver Plate that Wears"



The famous trade mark  
"1847 ROGERS BROS." guar-  
antees the heaviest triple plate.  
Catalogue "P" shows all designs.

**MERIDEN BRITANNIA CO.,**  
(International Silver Co., Successor)

New York Chicago MERIDEN, CONN. San Francisco



## The Little Schoolmaster's Classroom

To many people, proof-reading ability is merely a knowledge of the use of certain marks known as proof-marks, which are illustrated and explained in every big dictionary.

But some kinds of proof-reading, notably high-class magazine and book work, require proof-readers of broad information, experience and editorial ability. In such work the proof-reader is expected to know, for example, that a work to be circulated in Great Britain may, by preference, carry *color* spelled as *colour* and *realize* spelled as *realise*, and be well enough informed in history, literature, and current events to query practically all wrong statements.

### Why Nelson's Encyclopedia Is More Useful Than Any Other

BECAUSE it is the latest encyclopedia published and gives the latest authoritative word on facts, not antiquated. Many of the encyclopedias offered the public in popular prices are repeats or slightly revised editions of works once useful but now largely obsolete. Nelson's is not a revised work, and a revised work, or a work based in the slightest degree on any other. It is an original undertaking from start to finish; every article is new. This means that not only is the information up-to-date but the whole treatment and point of view is up-to-date. No amount of proof-reading or editing of supplementary matter can make an old encyclopedia new, or its out-of-date work of reference suitable for present needs. Nelson's Encyclopedia is more modern than any other because there is nothing between its covers handed down from earlier editions. It is actually modern, not modern in every respect.

#### Its Scope

It contains much information not at hand when any other work was written. It treats of history, religion, art, science, literature, sports, and every subject known to man. It deals fully and thoroughly with every country, every people, and every thing from the earliest records to the present day.

Special attention is paid to the most recent current interest, such as insurance, municipal ownership, banking, commerce, electricity, strikes, motor cars, and the like.

(Page 4 lines long.)

#### EXAMPLE X.

Every man engaged in advertising ought to know how to read proof. Unfortunately, nearly all books on the subject of proof-reading seem to be designed to acquaint the reader with the duties of the professional proof-reader. Such instruction is likely to give the advertising man the wrong point of view. For example, these books explain how the query mark (?) should be placed so as to ask the author "Is this right?" This

kind of marking is in order if done by the professional proof-reader in the office of the publisher or printer and when the proof will afterwards be read by the author, but when the advertising man reads proof of his own copy he is acting as both proof-reader and author and should not, of course, put query marks on the proof, because this would be asking himself whether or not certain things are right; he should mark the needed corrections.

It is well to understand the varying conditions in printing offices. Many small printing and publishing offices have no organized proof-reading room. The proprietor and an assistant, or two of the compositors, read the proof, correct the observed errors, take a fresh proof and send that to the customer. Probably the new proof will contain a number of errors, some of which may be called to the customer's attention. In large publishing offices, proof will be read more carefully by professionals who give their entire time to such work; most of the errors will be corrected—particularly in magazine offices where time is not at such a premium; a new proof will be taken, corrections and queries will be made; and then this new proof is sent, along with the original copy, to the "author"—a printer's term for the writer of the copy.

The advertising man is usually this final proof-reader, and as he is both author and proof-reader he may do things with the proof that the printer or the professional proof-reader will not do.

There is a general erroneous notion that poor copy will be fixed up by the proof-readers. This idea is unfortunate, for two reasons: (1) The professional proof-reader may make a number of suggestions on proof, but he will not edit unless specifically instructed to do so, and then it is

OK!  
No, take out words  
spelling second time  
and square up  
(Explain OK?)

(See out of date)

and

hundreds of other

Revised  
S. R. H. 1/1

Why don't you settle that much-mooted question in your family by

Why don't you settle that much-mooted question in your family by

Talking about it won't put holes in your home—will not stop the circulation of the money left

Let's guess why you are pre-**re-**  
sisting.  
You want a science you find it

...of it just you can't spare the money to pay cash just now, and

you think you deserve money for waiting until you can spare it. And you wait and wait.

for what his station in life, can buy a piano in our store for less money by paying cash than they

the man who takes advantage of our little-a-month plan, with four-

Every place on our floors is marked the spot-cash price. If you want to become the money

you want to borrow the money — pay for it we will lend it to you @ 6 per cent interest a year on the unpaid balance. Cash or time.

We will sell you any plane you want at the lowest price.

and give you 20 to 30 months in which to pay for it.

the money to pay cash. Could you do it? Would you do it, at all with you. Come in

No frills, no greening ceremony, the only one ever, no commission

**J. W. JENKINS & SONS**

**[ MUSIC CO.**  
1013-1015 Walnut Street

Of course good proof-readers will not allow gross errors in spelling to pass, but printers and publishers undertake to hold the author responsible if the printed matter follows copy. Ambiguities, mix-ups of singulars and

**NEW YORK CLIPPER, New York City**

**Circulation 143,054. Rate 35c.**

plurals, adjectives for adverbs, wrong punctuation, etc., will be merely queried, or, in the case of small offices, may not be pointed out at all.

It is usually a good plan to ask that the original copy be returned with the proof, but don't make changes on the copy. Send the original copy back when you return the proof.

Make all corrections in writing on the proof. Don't explain them to a messenger. Don't be afraid of using any of the proof-marks. Use ink if the paper will stand it. Make your marks bold, so they can't be overlooked. When the correction is a small one, such as an inserted comma, put a heavy / mark after the comma to make it stand out and to separate that correction from any that may follow to the right.

When there are only a few corrections, it is customary to run a line from the point where the correction is to be made out to a clear place in the margin where the indicated correction is placed.

If there are many corrections, many lines may become a maze; in such case it is better to make the corrections, without lines, opposite the errors, and place a slanting mark between each pair of corrections. See Example Y. No self-respecting newspaper would send out as bad a proof as this, but it serves to show the method of correcting.

In using the line method, watch out to see that lines do not cross and mislead the printer.

Pass on all queries made by printers or proof-readers.

Several words taken out or inserted in the fore or middle part of a paragraph may necessitate rearranging the entire paragraph, that is, unless the change is a full line. Therefore, editorial work should be done as near the end of a paragraph as possible. But sometimes two or three new words may be inserted to take the place of several objectionable words taken out, so as to save rearranging.

If the space in which the advertising matter is to appear is fixed and the matter as set runs too

long, use care in taking out just the right number of lines. Likewise, use care in supplying just the right amount of matter to fill a shortage. Proof-readers often mark pages of booklet matter "3 lines short" or "3 lines long."

Note how the proof-reader's queries were handled in Example X and how the errors and the overrun of matter were attended to. This is a typical example of a booklet page after both the professional proof-reader and the author have read it.

Often it is possible to improve the appearance of set matter, when a short word or syllable runs over to a new line and ends a paragraph, by adding a word or two and making the short line a little longer.

Ring all your notes to the printer if there is the slightest chance that the notes may be mistaken as copy and set. Sometimes it is best to preface a direction with some such words as "Note to printer."

When a proof contains many errors and there is plenty of time, it is customary to ask for a second proof, but in newspaper work unless a proof is very bad the newspaper should be trusted to make the needed corrections. It would be a hardship if newspapers were required to submit second proofs on much matter. Printing plants that have good proof-rooms can be trusted to make a reasonable number of corrections with safety, but most advertising men feel easier when they see a revised proof on a fine booklet job.

When you are satisfied to pass proof, endorse it "O.K." or "O.K. as corrected," following the O.K. with your name or initials. Mark it "Revise" if you wish to see a second proof.

In booklet and catalogue work it is a good plan to ask for revised proof in page form, if the matter was not written page for page at the outset, and to get a duplicate proof. In such cases make all the corrections on the original or "official" proof, and use the duplicate to paste up a proof-dummy to guide the make-up man.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**NO** other agency pays such attention to classified ads. Hundreds of customers. If you want to get agents or salesmen, or to sell real estate or business, write us. **KLINE AGENCY, Soc. Sogs., Cleveland, O**

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE McDUFFIE PROGRESS, Thomson, Ga.,** established 1901; only paper in county; home print. Write for rate card.

**THE TEXTILE MANUFACTURER, Charlotte, N. C.,** covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

## AERO

The first weekly of aeronautics. Average circulation 4,000, growing fast. Agents write "AERO," St. Louis, Missouri.

**THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE,** by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. L. Maclean Beers, publisher.

**HOMESEEKERS ARE GOOD BUYERS—**A man moving into a new country onto a new farm usually is in the market for new goods. We reach 65,000 just such readers. Ad rates 15c. per line. Send 10c. for two months' trial sub. **FARM AND REAL ESTATE JOURNAL, Box G, Traer, Iowa,**

### AD WRITER

**WILL** write copy by mail for one or two businesses. No charge until service is satisfactory, then reasonable. Sincere and painstaking. Give facts and information for productive copy. Address "W. A. A.," care Printers' Ink.

### BIDS WANTED

**A NEW YORK** technical magazine 200 pages, 5,250 copies monthly will receive bids for 1911 printing contract. Monotype composition essential. No objection to out of town printer. "BIDS," care Printers' Ink.

### BILLPOSTING

**FRED PEEL,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

### BUSINESS OPPORTUNITIES

**FOR SALE—**A high class reference book or co-operative catalog in a great industry. Has a thoroughly established reputation and is very widely used. Will sell outright or make operating arrangements. Address "Y. Z.," care Printers' Ink.

## FOR SALE

**FOR SALE**—Country Campbell newspaper press in good condition. Price \$200. Address **CHESTER A. MILLER**, Oneonta, N. Y.

## HELP WANTED

**WANTED**—Capable solicitor or canvasser and copy writer, one having experience in the southern field preferred, though this qualification not necessary. Address with particulars "I. C.," care Printers' Ink.

**WANTED**—Bright, energetic inside man, 25 to 30 years old, with knowledge of printing, engraving and designing. Splendid opportunity for the right man. Address qualifications to **NORMAN PIERCE COMPANY**, 1123 Broadway, New York City.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

**ARTIST WANTED**—To join Art staff of large manufacturing concern in the Middle West. Should be able to retouch photos, work from photos, have some ability in freehand drawing, lettering, etc., and some idea of color schemes. Good, all-round man who wants a good job with a live concern. State experience, salary and qualifications. **BOX 44, Printers' Ink.**

## Advertising and Salesmanager Wanted

who has had actual experience with some company whose product, preferably a specialty, has been successfully marketed through dealers to the general public through magazine advertising. We want a real live, hustling, experienced man of proven ability, able to write copy, booklets and circulars and be highly capable of planning complete campaign, also devising and executing initial sales plans to a successful conclusion. The position offers exceptional future and the start off pay will be big enough to interest a man of the highest ability. State what national magazine and sales campaigns you have handled, also expectations. Address, **SUCCESS**, care of **PRINTERS' INK.**

## INFORMATION AND ILLUSTRATIONS

**ASK THE SEARCH-LIGHT**  
Anything You Want to Know,  
341 Fifth Avenue, New York.

## LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order  
and postpaid. Send for Catalog.  
**Fenton Label Co., Phila., Pa.**

## MISCELLANEOUS

## Account Wanted

Progressive Ad-Solicitor and Ad-Specialty salesman; with well-equipped centrally located office, wants New York or Eastern Representation of article or line of merit. Has extended acquaintance among advertisers, and wants something that will interest them. Address

**Sam W Hoke Signs NY**

**Tribune Bldg. 'Phone 4316 Beekman**

## POSITIONS WANTED

## Present connection manager

national advertiser; formerly publication and agency work. Eleven years good experience. "CAPABLE WOMAN," care Printers' Ink.

**ENERGETIC** Advertising Manager, 35, exceptional executive and business producing ability, expert copy writer; open for engagement with first-class publication. 14 years' experience. Address "High-Grade," care of Printers' Ink.

**AGE 29**; experienced in specialty department store advertisement writing and layout, newspapers, etc., printing-house experience. Want to change to advertising position, manager or assistant, department store or large clothing house. Address, "WE," care Printers' Ink.

**ACTIVE** American, 24, married, excellent character and habits. Clearcut personality, strong, forceful copy writer; capable "business-getter." Present well connected prominent daily. Want business or advertising managership small daily Jan. 1. Address, "Makegood," care Printers' Ink.

**WANTED—POSITION OF TRUST BY A MAN OF ABILITY. ELEVEN** years' experience in all branches of banking. Now employed. Age 31, married. Best of references and reasons for changing. Address "ALLEN," care of Printers' Ink.

**ADVERTISING MANAGER** of Eastern and Western experience, desires change. Now exclusively in charge publicity dept. large manufacturing concern. Qualified for highest responsibility—copy-writing, printing, purchasing, creative and initiative ability. "GRANT," care Printers' Ink.

INSUFFICIENT capital forces me to discontinue my business. I have had unusual experience in mail-order lines and in securing dealer-agents. Was for three years manager of large book publishing concern and three years advertising and sales manager for nationally known machinery manufacturer. Have planned and conducted successful selling campaigns, prepared strong periodical copy, booklets, circulars, catalogs, street car cards and magazine articles. Delivered public addresses and magazine result-bringing letters to salesmen. I will make some concessions to get busy by January 1st. If you need me, write right now to "J. T. H." care of Printers' Ink.

### Advertising and Selling

I write interesting, desire creating, salesmaking copy. Have been successful in co-operating with salesmen and directing them. In interview will explain how I gave advertisers better results and saved them time and money.

Gave up good Western position on account of adverse climatic conditions. Wish to associate with Eastern house which appreciates initiative, energy, enthusiasm and sound judgment.

Consistent of giving entire satisfaction. Reasonable salary. Address, "EXECUTIVE ABILITY," care of Printers' Ink, N. Y.

### Copy is Not All In Advertising

Economic management with discernment to locate the waste in copy, periodicals or mailing list, comes a close second. Have you an opening for an energetic, economic adman, having 16 years business experience, 8 years of which devoted to organizing and managing a successful advertising department? Whose engraving, printing and copy experience is well regarded? Will take charge of department or assist, and as we work neither for glory nor deadmen's shoes none need hesitate addressing "3,600 & P.," care Printers' Ink.

### I Want a Big Job

I AM advertising manager of one of the biggest retail and mail-order stores in the world—perhaps the biggest of its kind. I receive a good salary, satisfactory treatment and have the firm's renewal contract before me. But I am dissatisfied. I want more opportunity. I now want a place where my ten years' experience as newspaper man, solicitor and advertising manager will be drawn on to the fullest. I want no snaps, no clerkships, no partnerships. I will be at liberty February 1, 1911, unless I sign up here for another year. I prefer to wait for the right place. Would be glad to hear from manufacturer desiring national publicity, or mail-order man with some money and enough nerve to tackle a big proposition. Please address with any particulars you care to give "AD MAN," care Printers' Ink.

#### PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

#### PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

### TO BE SURE OF GETTING

### Bound volumes of PRINTERS' INK for 1911

you must make your reservation without delay. Only a limited edition is bound each year.

PRINTERS' INK in bound form is an everlasting business treasure trove.

Price \$2.00 each—four volumes to the year.

Printers' Ink Pub. Co.  
12 West 31st Street, New York

### Make Your Employees More Valuable To You

See that they help you more through being helped themselves by reading PRINTERS' INK. Don't trust to the chance of their being gingered up now and then when they just happen to see a copy. Safeguard yourself by subscribing for them. Many agents and companies do this for their solicitors and salesmen.

Four yearly subscriptions cost only \$5.

Printers' Ink Pub. Co.  
12 West 31st Street  
New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

**Montgomery, Advertiser**, net average June, 1910, 17,640 dy; 22,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.

**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 31,058.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for Nov. 1910, sworn, 14,075. You can cover Bridgeport by using Telegram only. Rate 1 1/2 c. per line flat.

**Meriden, Journal**, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,729; 1909, 7,739.

**New Haven, Evening Register**, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

**New Haven, Union**. Average year, 1909, 16,547. E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Average 1909, 6,736. Its readers are responsive to advertisements.

**Norwalk, Evening Hour**. Average circulation exceeds 5,800. Carries half page of wants.

**Waterbury, Republican**. Average for 1909, Daily, 4,681; Sunday, 7,031.

**Waterbury, Herald**. Sundays. Average circulation for 1909, 13,387 net paid.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily aver., month of Sept., 1910, 51,792 (© ©).

## FLORIDA

**Jacksonville, Metropolis**. Average, 1st 6 mos., 1910, 13,765. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

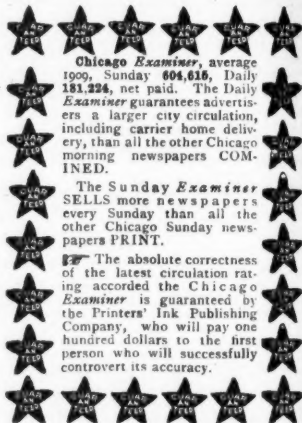
## ILLINOIS

**Champaign, News**. Leading paper in field. Average first five months, 1910, 5,141.

**Joliet, Herald**, evening and Sunday morning. Average for 1909, 6,836.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122.

**Peoria, Evening Star**. Circulation for 1909, 20,874.



**Chicago Examiner**, average 1909, Sunday 604,615, Daily 151,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Record-Herald**. Average 1909, daily net paid, 139,176; Sunday net paid, 193,431. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



## INDIANA

**Evansville, Journal-News**. Average, 1909, 11,243. E. Katz, S. A., N. Y.

**Frisco, Clarion-News**, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

**South Bend, Tribune**. Sworn average Aug. 1910, 11,442. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1909, 9,150. "All paid in advance."

**Davenport, Times**. Daily av. Nov., '10, 17,361. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

**Washington, Eva. Journal**. Only daily in county. 2,009 subscribers. All good people.

**Waterloo, Evening Courier**, 52nd year; net av. June, '09-June, '10, 6,291. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."



Louisville, *The Times*, evening daily, average for 1909 net paid 46,488.

### MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,168. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1909, daily 9,923; weekly, 27,768.

Lewiston, *Sun*. Daily average year ending, Sept., 1910, 8,541; Sept., 1910, av., 8,886.

Portland, *Evening Express*. Average for 1909, daily 16,219. Sunday *Telegram*, 10,806.

### MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., '10, 79,234. Sun., 102,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average, 1909, 83,416. For Nov., 1910, 81,334.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1909, 180,278; Gain, 3,981

Sunday 1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines

Gain, 1909, 465,679 lines

2,604,369 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.

Boston, *Post*. Average circulation for November, 1910: *The Sunday Post*, 287,494, a gain of 25,120 copies per Sunday over November, 1909; *The Daily Post*, 342,032, a gain of 47,209 copies per day over November, 1909.

Human Life, The Magazine About People. Guarantees and proves over 150,000 copies monthly

Fall River, *Globe*. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,653.

Lawrence, *Telegraph*, evening, 1909 av. 8,885. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1907, 16,632; 1908, 16,596; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Av. '09, 16,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (©©). The only Gold Mark French daily in the U. S.

### MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, *Patriot*. Aver. Aug., 1910, daily 10,740, Sunday 11,858. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmer's Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 23,806.

### CIRCULATION



by Printers' Ink Publishing Company

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

Average circulation of daily *Tribune* for eight months ending Aug. 31, 1910, 90,195. Average circulation of Sunday *Tribune* for same period, 80,062.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.



The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Journal*, Daily and Sunday (©©). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396.

Daily average circulation for Nov., 1910, evening only, 78,504. Average Sunday circulation for Nov., 1910, 81,077.

(Jan. 1, 1908, subscription rates were raised from \$1.50 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



Minneapolis, *Svenske Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,455. A.A.A.



Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.



St. Joseph, *New-Press*. Circulation, 1909, 38,832. The John Budd Company, Eastern Reps.



St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

### MISSOURI

Lincoln, *Deutsch-Amerikanischer Farmer* weekly. 142,208 for year ending Dec. 31, 1909.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 142,054.

### NEBRASKA

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,586.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 12-'07, 20,270; '08, 21,326; 20-'09, 19,062; March, '10, 20,363.

### NEW JERSEY

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1909, 82,905.

Buffalo, *Courier*, morn. Average, Sunday, 86,737, daily, 46,254; *Enquirer*, evening, 26,596.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,636.



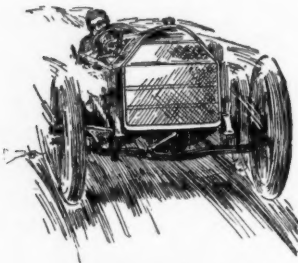
Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.



Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

#### NORTH YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.



# FIRST

In the Automobile and  
Accessory Fields are

## THE AUTOMOBILE AND MOTOR AGE

A combined circulation of 37,000 weekly. "Motor Age," published at 1200 Michigan Ave., Chicago—"The Automobile," published at 231-241 West 39th St., New York

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 26,903 (©).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,541; August, 1909 issue, 20,000.

*The World*. Actual average, 1909, Morning, 360,503. Evening, 399,569. Sunday, 460,956.

*Poughkeepsie Star*, evening. Daily average year, 1909, 5,013; first six months, 1910, 5,460.

*Schenectady Gazette*, daily. A. N. Lietcy. Actual Average for 1909, 17,470; for Aug., 1910, 20,434 Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

*Schenectady Star*. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

*Syracuse Evening Herald*, daily. Herald Co., pub. Avar. 1909, daily 32,455; Sunday, 40,922.

*Troy Record*. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, *National Electrical Contractor*, mo. Average for 1909, 2,585.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 15,117.

### NORTH CAROLINA

Asheville, *Gazette-News*. Average, '09, 5,643. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

Charlotte, *News*. Evening and Sunday. Avar., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

### NORTH DAKOTA

Grand Forks, *Norman*. Norwegian weekly. Actual average for 1909, 9,450.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,544 For Oct., 1910, 81,999 daily; Sunday, 118,508.

Columbus, *Midland Druggist and Pharmaceutical Review*, 43rd annual volume. Best medium for reaching druggists of the Central States

Youngstown, *Vindicator*. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

### OKLAHOMA

Oklahoma City, *The Oklahoman*. Nov., 35,766 week day, 41,098 Sunday. E. Katz, Agent, N. Y.

### OREGON

Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign held and 6,440 in the classified. Sworn average circulation for June, 29,962.

Portland, *The Oregonian* (©). Nov. average circulation, Sundays, 89,895; Daily, 47,063. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

### PENNSYLVANIA

Erie, *Times*, daily. 20,838 average, Nov., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Nov., 1910, 18,392. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos. 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.



Only one agricultura paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Oct., 1910, 83,654; the Sunday *Press*, 104,001.



Philadelphia, *Confectioners' Journal*, mo.  
Average 1908, 5,517; 1909, 5,522 (©©).

You can at one cost reach nearly all of the quarter million homes in

## PHILADELPHIA

by concentrating in

# The Bulletin

NET PAID DAILY AVERAGE FOR  
OCTOBER, 1910

# 241,632

COPIES A DAY

"THE PHILADELPHIA BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,

J. E. Verrec, Steger Bldg.

New York Office,

Dan A. Carroll, Tribune Bldg.

Chester, *Times*, ev'g d'y. Average 1909, 7,786. N. Y. office, 325 5th Ave. F. R. Northrop, Mgr. *Washington, Reporter and Observer*, eve. and morn. Circulation for October, 1910, 12,936.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, daily net cir. first 6 months, 1910, 17,376, guaranteed. *York, Dispatch and Daily*. Average for 1909, 20,015

## RHODE ISLAND

Pawtucket *Evening Times*. Average circulation 12 mos. ending June 30, '10, 19,402—sworn. *Providence, Daily Journal*. Average for 1909, 21,855 (©©). Sunday, 28,125 (©©). *Evening Bulletin*, 45,991 average 1909.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn and R. I. Cir., 1909, 6,237.

## SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1909, 5,311. July, 1910, 6,966.

Columbia, *State*. Actual average for twelve months, 1909, daily (©©) 14,486, Sunday (©©) 14,959.

Spartanburg, *Herald*. Actual daily average for first nine months, 1910, 2,715.

## TENNESSEE

Nashville, *Banner*, daily. Average for year 1907, 26,206; for 1908, 26,054; for 1909, 40,056.

## TEXAS

El Paso, *Herald*, June, 1910, 11,402. Only El Paso paper examined by A. A. A.

## VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1909, 5,321. 1st 4 mos., '10, 5,718. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers. Montpelier, *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A. St. Albans, *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

## VIRGINIA

Danville, *The Bee*. Aver. Oct., 1910, 4,064; Nov., 4,097. Largest circulation. Only eve. paper.

## WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 94,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,766,054 lines. Tacoma, *Ledger*. Average 1st 10 months, 1910, daily, 18,971. Sunday, 27,349. Tacoma, *News*. Average for 1st 10 months, 1910, 19,103.

## WISCONSIN

Janesville, *Gazette*. Daily average, Oct., 1910, daily 5,462; semi-weekly, 1,793.

Madison, *State Journal*, daily. Actual average for Jan., 1910, 6,960.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation from April to Sept., 1910, 41,144. Gain over April and May, 1909, 8,758 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3d, 1910. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, *The Milwaukee Journal*, (evening daily). Carried 1,815 Columns 11 Inches of advertising in Nov., 26 days, and made a gain in circulation over Nov., 1909, of 4,447 daily. Goes to over 60% of Milwaukee homes. The *Journal* leads in both classified and display advertising. Rate 7c. flat. C. D. Bertoglio, Mgr. foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdel, 305 Fifth Avenue, N. Y. City.

Oshkosh, *Northwestern*, daily. Average for Dec., 1909, 9,803. Examined by A. A. A.

Racine, *Daily Journal*. Oct., 1910, circulation, 5,303. Statement filed with A. A. A.



## THE WISCONSIN AGRICULTURIST

Racine, Wis., Established 1877. Actual weekly average for 1909, ended Dec. 31, 1909, 40,586. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. W. C. Richardson, Mgr. 41 Park Row.

## WYOMING

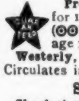
Cheyenne, *Tribune*. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994.

## MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily Oct., 1910, 45,312; weekly 1909, 27,050; Oct., 1910, 24,750. Winnipeg, *Der Nordwestern*, Canada's National German weekly. Av. 1909, 18,182. Rates 56c. in Winnipeg, *Telegram*, dy. av. Sept. '10, 33,098, (Saturday av., 37,387). Farmers' Weekly, same period, 30,000.

## QUEBEC, CAN.

Montreal, *La Presse*. Daily average for September, 1910, 97,658. Largest in Canada



# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and thence why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

### THE INDIANAPOLIS STAR

Rate One Cent Per Word.

Circulation 75,000

### ONLY SUNDAY PAPER IN INDIANAPOLIS

Publishes more classified advertising than any paper in Indiana. It will be to your advantage to mention this paper.

**The Indianapolis Star**  
INDIANAPOLIS, IND.

## MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE *Boston Globe*, daily and Sunday, for the first eight months of 1910 printed a total of 318,894 paid want ads; a gain of 14,117 over 1909, and 230,808 more than were printed by any other Boston newspaper.



## MINNESOTA

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

## CIRCULATI'N



by Printers' Ink Pub. Co.

THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 7 mos. ended Aug. 1, 1910, 1,480,825 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged —daily or Sunday.



THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Nov., 1910, amounted to 167,076 lines; the number of individual ads published were 22,352. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW JERSEY

THE *Jersey City Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE *Albany Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 36,477. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

# (◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (◎◎).

## GEORGIA

Atlanta Constitution (◎◎). Now as always, the Quality Medium of Georgia.

## ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (◎◎). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

## MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (◎◎); 7.44% increase daily over last year.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (◎◎). Reaches the textile mills. 6,000 guaranteed circulation. Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,711 weekly. MCGRAW PUBLISHING CO.

Engineering News (◎◎). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (◎◎), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. October, 1910, sworn net average, Daily, 85,654; Sunday, 164,061.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The State (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in tidewater.

## WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax Herald (◎◎) and The Evening Mail. Circulation 18,768. Flat rate.

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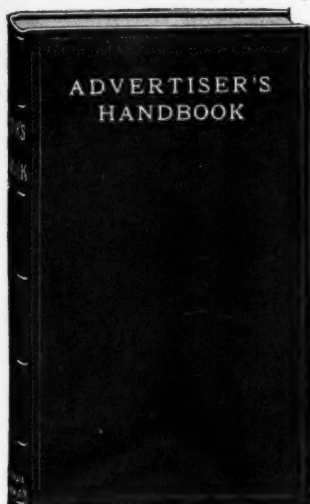
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# ADVERTISER'S HANDBOOK

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This is the latest addition to the International Correspondence Schools' famous series of handy reference books. I. C. S. textbooks are known the world over for their clear, practical treatment of technical subjects. These Handbooks are abridged from the regular textbooks and are packed full of boiled-down information, useful tables, etc.

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# The Globe

TORONTO, CANADA

## Advertisers:—

What is probably the most complete circulation analysis ever prepared by a newspaper on this continent has just been issued by *The Globe*, Toronto, Canada, a copy of which will be mailed to any address upon application. In this little volume of forty pages will be found statements showing:—

1. The yearly average circulation of *The Globe* for the past fifteen years.
2. Distribution of *The Globe* in the city of Toronto by carrier, agent and newsboy.
3. Distribution of *The Globe* in each of the seven wards of Toronto.
4. Distribution of *The Globe* in each of the nine provinces of the Dominion.
5. Distribution of *The Globe* outside of the Dominion of Canada.
6. List of Post Offices in Ontario showing circulation of *The Globe*, Daily and Saturday, in each.
7. List of important Post Offices outside of Ontario showing circulation of *The Globe* in each.
8. The circulation of *The Globe* in Ontario by counties.
9. Affidavit showing the daily average circulation of *The Globe* during the past ten months to have been 55,421.
10. The advertising rates of *The Globe* for space and line contracts.
11. Rates for want or condensed advertising in *The Globe*.

*The Globe* was one of the first papers on the continent to recognize the right of every advertiser to know exactly what he was buying. For over a third of a century it has published a daily statement, under oath, as to its circulation. With the enormous increase in the expenditure for newspaper space that has taken place during recent years, the advertiser has naturally begun to examine more closely into the distribution, as well as the total output, of circulation.

To meet these new conditions this statement of circulation is issued. It is commended to the business community with sincere appreciation of liberal patronage in the past, and with unbounded faith in the continued development of the Dominion of Canada. A copy will be forwarded upon application.

CANADA'S  
NATIONAL  
NEWSPAPER